



2025-2026 **SEASON** Program Book Media Kit

25 26 SEASON

Giancarlo Guerrero
Music Director

The Sound OF CHANGE

SarasotaOrchestra.org

Sarasota Magazine

DIRECTOR OF REVENUE

Dan Starostecki
dan@sarasotamagazine.com

ADVERTISING SALES

Kellie Bartholomew
kellie@sarasotamagazine.com
Leslie Routhier
leslie@sarasotamagazine.com

**HEAD OF AD-OPS AND
OWNED DIGITAL MEDIA**

Kari Perrin
kari@sarasotamagazine.com

sarasota orchestra™

2025-2026 Program Books: **OPUS PACKAGE**

*Pictured:
24-25 Program
Books*

**Advertise in
all 3 books, all
season long!**



Since 1949, Sarasota Orchestra has inspired and entertained music-lovers across the region and visitors from around the world. As the oldest continuing orchestra in the state of Florida, each year the 76-member Orchestra performs more than 100 classical, pops, chamber music and community outreach concerts at the Van Wezel and the Opera House in Sarasota and Neel Performing Arts Center in Bradenton.



***Sarasota Orchestra Masterworks
and Discoveries Series:
Distributed October '25 - May '26***

***Sarasota Orchestra Pops Series:
Distributed January '26 - April '26***

Sarasota Music Festival: June '26

85,000+

AFFLUENT MUSIC LOVERS
REACHED

1 EXCEPTIONAL SEASON
3 PROGRAM BOOKS
4 DISTINCT AUDIENCES
1 AFFORDABLE BUY

THE 2025-2026 SARASOTA ORCHESTRA SEASON LINE UP

Sarasota Orchestra turns the page on a thrilling, highly anticipated new chapter in 2025-2026, which marks the first season curated under the artistic leadership of acclaimed Music Director *Giancarlo Guerrero*. Under the theme “*The Sound of Change*,” the season is inspired by the musical tapestry of America, reflecting the cultural mosaic of the United States as the nation nears its 250th anniversary.

2025-2026 MASTERWORKS AND DISCOVERIES SERIES PROGRAM BOOK

The Orchestra takes a journey through musical landscapes both real and imagined in the Masterworks and Discoveries series.

Listeners will tap into the full richness of human experience and the uplifting energy shared by the Orchestra’s stellar musicians, renowned conductors, and the brilliant guest artists who headline this season’s performances. With music that stirs the soul and ignites the imagination, each Masterworks concert promises a powerful and unforgettable experience.

2026 SARASOTA ORCHESTRA POPS

The Pops series delivers crowd-pleasing shows filled with melodies that keep audience members humming long after the concert ends. The 2025-2026 season includes Broadway blockbusters, a tribute to the birth of the blues, and all the passion and glamor contained in James Bond theme songs. to bluesy favorites and cinematic legends, Each concert features dynamic guest vocalists who bring these fan favorites to life

2026 SARASOTA MUSIC FESTIVAL

Celebrating more than 60 years of musical excellence, this acclaimed Festival pairs exceptional musicians from such renowned schools as Juilliard, Yale, and The New England Conservatory with master artists from major U.S. orchestras and music institutions.

Universally recognized as one of the most important summer festivals in the world, it attracts both locals and visitors who travel to Sarasota for this 21-day Festival.

2025-2026 OPUS Program Ad Specs

Advertisers will be billed for corrections made to ads that do not meet our specifications.

Proofs are required for artwork: Color correct digital proof required; color laser output not acceptable. If acceptable proof not supplied, advertiser assumes full responsibility for color reproduction. Metallic and 5th color inks must be labeled on proof. No rebate or discount in event of color variation.

SPACE CLOSES: SEPTEMBER 4TH, 2025

AD MATERIALS DUE: SEPTEMBER 18TH, 2025

Guaranteed positions, if available +10%.
Premium position pricing upon request.

AD RATES

SIZE	OPEN
SPREAD	\$11,500
FULL PAGE	\$7,255
2/3	\$5,195
1/2	\$4,495
1/3	\$3,100
1/6	\$1,885
IFC	\$8,625
IBC	\$8,625
BACK COVER	\$10,200

FULL PAGE

2/3
VERTICAL

1/3
V

1/2
HORIZONTAL

1/3
SQUARE

1/6
V

- FULL PAGE BLEED
(8.375" X 11")
TRIM SIZE (8.125" X 10.75")

FP NON-BLEED
(6.875" X 9.5")

2/3 VERTICAL
(4.5" X 9.562")

HALF-PAGE HORIZONTAL
(6.875" X 4.687")

THIRD-PAGE SQUARE
(4.5" X 4.687")

1/3 VERTICAL
(2.187' x 9.562')

ONE-SIXTH VERTICAL
(2.187" X 4.687")