

sarasota orchestra®

2026-2027 **SEASON**
Program Book Media Kit

**IT'S BETTER
LIVE**

Giancarlo Guerrero,
Music Director



POWERED BY



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sarasota orchestra®

2026-2027 Program Books: **OPUS PACKAGE**

*Pictured:
25-26 Program
Books*



Advertise in
all 3 books, all
season long!

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.

**SARASOTA ORCHESTRA
MASTERWORKS SERIES:**
Distributed November '26 - April '27

SARASOTA ORCHESTRA POPS SERIES:
Distributed January '27 - April '27

SARASOTA MUSIC FESTIVAL:
Distributed June '27



85,000+

*AFFLUENT MUSIC LOVERS
REACHED*

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

THE 2026-2027 SARASOTA ORCHESTRA SEASON LINE UP

Great music comes alive with Sarasota Orchestra. Experience the passion, color, and vitality of every note. Enjoy powerful musical moments that unfold in real time and stay with you long after.

2026-2027 MASTERWORKS SERIES PROGRAM BOOK

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

2027 SARASOTA ORCHESTRA POPS

The Pops series delivers crowd-pleasing shows filled with melodies that keep audience members humming long after the concert ends. The 2026-2027 season celebrates Hollywood's most iconic film scores, the timeless music of the knights—Sir Paul McCartney, Sir Elton John, and Sir Andrew Lloyd Webber—and the legendary rock anthems of the '60s and '70s. From chart-topping hits to film favorites, these beloved classics come to life with Sarasota Orchestra.

2027 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 Conservatories.

Recognized across classical music as one of the most important summer festivals in the world, it attracts both locals and visitors who travel to Sarasota for this 14-day Festival.

2026-2027 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.

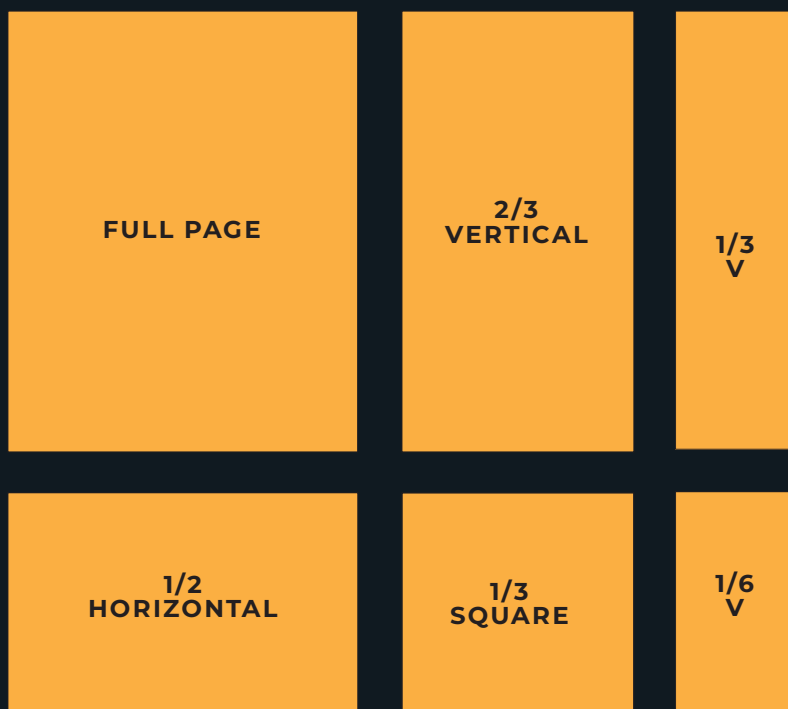
SPACE CLOSES: SEPTEMBER 4TH, 2026

AD MATERIALS DUE: SEPTEMBER 18TH, 2026

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

AD RATES

SIZE	OPEN
SPREAD	\$11,500
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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



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