

Premier Placement Website Advertisement Information

Each Premier Placement Web Ad Includes:

- Placement at the top of Advertisers web page on www.cyso.org for one year beginning August 8, 2011
 - www.cyso.org received nearly 50,000 visits this year
- Full color organization logo
- 200 characters of text advertising your organization (including spaces)
- Link to your organization website
- Additional 100 character text ad with link on CYSO student and parent “MyCYSO” web page (example below). MyCYSO ads will rotate if more space is required.
 - All 450 CYSO students and their parents are required to use their MyCYSO accounts to access their schedules, performances and orchestra resources. This ensures that your advertisement will be seen often by those you are directly targeting.

Screenshot of “MyCYSO” web page:

The screenshot shows the MyCYSO website for Chicago Youth Symphony Orchestras. The header features the organization's name and logo, along with navigation links like 'Content', 'Admin', and 'Host'. A search bar and utility links like 'Get the CYSO NewsLetter', 'Donate', and 'My CYSO' are also present. The main content area is divided into several sections: 'YOUR SCHEDULE' with three rehearsal listings, 'YOUR PERFORMANCE' with three performance listings, and 'YOUR RESOURCES' with links to calendars, schedules, and materials. A sidebar on the left contains 'Manage My Account Absence Form' and a '2010-2011 Parent & Student Handbook'. An 'ADVERTISEMENTS' section at the bottom right features two ads for the San Francisco Conservatory of Music and Valparaiso University Center for the Arts. A yellow arrow points from the advertisement text box at the bottom to the advertisement section on the page.

100 character text ad on “MyCYSO” web page