

## Invitation to Advertise in 2018-2019 Concert Programs

September, 2018

Dear Neighbor,

Thank you for investing in local music by advertising in the GMChorale's 2018-2019 program books. The GMChorale's concert audiences — a diverse community of smart, engaged, active people from the Greater Middletown region — enjoy perusing our program books, and take them home after concerts, too. They will take note of your choice to support the GMChorale and the choral music that draws them to our concerts.

Now in its 42nd season, the GMChorale was established in 1977 as a community chorus in Middletown, CT, and has become one of New England's finest and most engaging choruses, acclaimed for innovative and engaging symphonic choral presentations. Under the inspiring leadership of Artistic Director Joseph D'Eugenio, now in his twenty-first season with the GMChorale, the ensemble will present two major choral concerts at the Santo Fragilio Performing Arts Center at Middletown High School on November 11, 2018, and May 5, 2019. (For more information on the programs, please visit [www.gmchorale.org](http://www.gmchorale.org).)

The Chorale's concerts draw hundreds of listeners from across the region; more than 120 Connecticut towns are represented in our mailing list, with the preponderance of our growing audience from Middletown, Meriden, Wallingford, New Haven, West Hartford, Cheshire, Cromwell, Old Saybrook, Hamden, and surrounding communities. Our concerts also attract listeners from Massachusetts, Rhode Island, and beyond. At our April concert, more than 200 listeners attended a pre-concert talk, and hundreds more arrived for the concert. Each concert ends at around 6:00pm, just in time for drinks and dinner.

Please review this Program Advertising Guide to see all we have to offer our advertisers in 2018-2019:

- A plan that offers the **flexibility** to refresh your ad halfway through the season, at no extra cost.
- A unique, **professionally printed program** for each concert. Our new program design has been highly praised by advertisers and members of the audience.
- **Same prices as last season** – no price increase! And we've added some loyalty **discounts** and complimentary **tickets** by which we can say "thank you for your support!"
- An option to submit your own display ad, or engage us to design a "simple but elegant" ad for you.
- An option to **extend your reach with an online ad** on GMChorale's website with a link to your website.

Thank you again for your support of the arts in our community, and in particular, for your commitment to the GMChorale's artistic and educational programs, a commitment that will be made visible in your program advertising. If you have questions or need further information, or if you would like information about a season sponsorship, please contact us. We hope to see you at every concert and special event!



Sarah Hager Johnston  
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GMChorale  
[gmcmmedia@gmchorale.org](mailto:gmcmmedia@gmchorale.org) • 860-676-2228

Thank you for supporting the GMChorale’s 2018-2019 concert series. Your advertisement will reach smart, engaged people who will appreciate your support for the arts in the community. We make it easy!

## 1 – SELECT YOUR ADVERTISING SPACE AND PLACEMENT

We are pleased to offer several options for display ads in our professionally-designed program books for concerts on November 11, 2018, and May 5, 2019:

PREMIUM PRINT ADS (color) (Check for availability before paying – first come, first served!)		
<input type="checkbox"/> Back cover <i>outside</i>	5.0”w x 7.5”h	\$500
<input type="checkbox"/> Back cover <i>inside</i>	5.0”w x 7.5”h	\$450
<input type="checkbox"/> Front cover <i>inside</i>	5.0”w x 7.5”h	\$450
STANDARD PRINT ADS (black & white)		
<input type="checkbox"/> Inside full page	5.0”w x 7.5”h	\$350
<input type="checkbox"/> Half page <i>horizontal</i>	5.0”w x 3.75”h	\$175
COMPACT PRINT ADS (black & white)		
<input type="checkbox"/> Quarter page <i>vertical</i>	2.25”w x 3.75”h	\$100
<input type="checkbox"/> Eighth page (business card)	2.25”w x 1.25”h	\$60
WEB AD with link to your website		
<input type="checkbox"/> Purchased <i>with a print ad</i> (select one option above)	your logo	\$50
<input type="checkbox"/> Purchased as a stand-alone web-only ad (no print ad purchase)	your logo	\$150

<b>Outside Back Cover Full Color</b>  5”w x 7.5”h  Check for availability – first come, first served!  <b>\$500</b>	<b>Inside Back Cover OR Inside Front Cover Both Full Color</b>  5”w x 7.5”h  Check for availability – first come, first served!  <b>\$450</b>	<b>Inside Full Page Black and White</b>  5”w x 7.5”h  <b>\$350</b>	<b>Inside Half Page Black and White horizontal only</b> 5”w x 3.75”h <b>\$175</b>	<b>Extend your Reach with a Web Ad</b> Your logo and link to your website. See form for details. <b>\$50 with purchase of a print ad</b> <b>\$150 standalone</b>
			<b>Quarter Page B&amp;W</b> vertical only 2.25”w x 3.75”h <b>\$100</b>	

Before making payment for a premium print ad (color program covers), please contact us to check for availability, as these tend to sell very early.

## 2 – RESERVE YOUR AD SPACE AND MAKE YOUR PAYMENT

**RESERVE YOUR AD SPACE:** Save this document to your PC. Complete the form, save it, and email it by October 20, 2018 to gmcmmedia@gmchorale.org. You may also print the form, complete it by hand, scan it to a PDF, and email the PDF. Do not use postal mail. *All advertisers must submit the completed form via email, regardless of the method of payment.*

**Missed the deadline?** Contact us to see if space remains in the program book, or to discuss a pro-rated ad for the second half of the season. Contact Sarah Johnston at gmcmmedia@gmchorale.org.

**MAKE YOUR PAYMENT:** All payments must be received by October 20, 2018.

- **To pay by credit card:** Include complete credit card information on your emailed form. You’re all set!
- **To pay by check: Two steps: 1)** Email your completed agreement form to gmcmmedia@gmchorale.org, **AND 2)** send a printout of the form with your check to GMChorale, P.O. Box 527, Middletown, CT.

### 3 – SUBMIT YOUR AD COPY

#### All advertisements must be:

- **Delivered via email** to gmcmmedia@gmchorale.org **by October 20, 2018**. If your files are too large to email, use a secure storage site such as Dropbox and email the link to gmcmmedia@gmchorale.org with an explanatory note.
- **Digital only, high-resolution images (minimum 300 dpi)** in PDF (preferred) JPG, or PNG formats. Do not send paper ad copy; do not submit scans of business cards or other images.
- **Properly formatted** (dimensions, proportions, color, B&W) for the ad space you have selected.

**If you are a returning advertiser** let us know if you'd like us to use your ad copy from last season; it must be of the same dimensions and placement. (We reserve the right to request new ad copy if the old file does not meet our new technical specifications.)

**Don't have an ad ready?** We can design a simple but elegant ad for you, using your text, logo, images, and other content. We will send the advertisement to you for review prior to publication. Just check the "Please design my ad" option on the agreement form, and send your materials when you submit your completed form. Be sure to include the design fee: \$75 for premium ads; \$50 for standard ads; and \$25 for compact ads.

**Submit one ad for the whole season, or refresh in the spring.** If you would like to send a fresh ad for the GMChorale's May 5 program book, submit new copy (same dimensions and placement) by April 5, 2019. We'll send a reminder in March.

**Missed the deadline?** Contact us to see if space remains in the program book, or to discuss a pro-rated ad for the second half of the season. Contact Sarah Johnston at gmcmmedia@gmchorale.org.

### 4 – LET US THANK YOU!

To thank you for your support:

**For returning advertisers** – Thank you for your loyalty. Take 5% off your order as shown on the order form.

**For all advertisers** – Come to hear the concerts you are supporting! We offer complimentary tickets to all paid advertisers as follows: 4 tickets for each Premium ad; 2 tickets for each Standard ad; and 1 ticket for each Compact ad. We will contact you with ticket information after we receive your order.

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#### TERMS AND CONDITIONS

**Content and Copyright.** When you submit your agreement and payment, you assume full responsibility for all content and design of ads you submit for publication, and for content of the material you submit for use in an ad designed by GMChorale on your behalf, and you affirm that all text, images, and other content are owned by you, or in the public domain, or used with permission from the copyright holder(s). The GMChorale shall not be responsible for any errors, omissions, or liabilities arising from content or images included in ads or ad copy submitted by advertisers.

**Payments and Cancellations.** Payment is required in full before publication. Purchasing an advertisement in the GMChorale program books does not constitute making a donation to the GMChorale. The cost of the ad is not tax deductible. You may cancel your advertisement(s) before October 20, 2018, in which case a full refund will be made. No refunds can be issued for cancellations received after that date. No partial refunds can be made for mid-season cancellations. If your ad promotes events that have passed when the book goes to press and you have not supplied a fresh ad, we will pull the obsolete ad. No refunds can be made in this case.

**Right to refuse.** The GMChorale reserves the right to refuse any advertisement for any reason. We cannot accept advertisements for events that take place on the same date(s) as GMChorale events.



## Program Advertising 2018-2019: Advertiser Agreement

A fillable PDF is available at <http://gmchorale.org/advertising/>

**TO RESERVE YOUR AD SPACE:** Email this completed form by October 20, 2018 to gmcmmedia@gmchorale.org. Do not use postal mail. All advertisers must submit this form via email regardless of method of payment.

**TO SUBMIT YOUR AD COPY:** Send high-resolution (minimum 300dpi) *digital files* (PDF, JPG, PNG) in the dimensions noted above to gmcmmedia@gmchorale.org by October 20, 2018. Do not send ad copy by postal mail.

**TO MAKE YOUR PAYMENT:** All payments must be received by October 20, 2018. Two ways to pay:

**To pay by credit card:** Provide complete credit card information on your emailed form, as shown above. You're all set!

**To pay by check: TWO STEPS: 1)** Email this completed agreement to gmcmmedia@gmchorale.org, **AND 2)** mail a printout of the completed form with your check to GMChorale, P.O. Box 527, Middletown, CT. 06457.

**QUESTIONS?** Contact Sarah Johnston at gmcmmedia@gmchorale.org or 860-676-2228. *THANK YOU!*

YOUR CONTACT INFORMATION (all items required)			
<b>Business or Organization</b>	<b>Your Name</b>		
<b>Street Address</b>	<b>Phone</b>		
<b>City, State, ZIP</b>	<b>Your contact at GMChorale</b>		
<b>Email</b>			
YOUR ADVERTISING CHOICES	Dimensions	Cost	AMOUNT
<b>PREMIUM PRINT ADS (color) (Check for availability before paying – first come, first served!)</b>			
<input type="checkbox"/> Back cover <i>outside</i>	5.0" w x 7.5" h	\$500	
<input type="checkbox"/> Back cover <i>inside</i>	5.0" w x 7.5" h	\$450	
<input type="checkbox"/> Front cover <i>inside</i>	5.0" w x 7.5" h	\$450	
<b>STANDARD PRINT ADS (black &amp; white)</b>			
<input type="checkbox"/> Inside full page	5.0" w x 7.5" h	\$350	
<input type="checkbox"/> Half page <i>horizontal</i>	5.0" w x 3.75" h	\$175	
<b>COMPACT PRINT ADS (black &amp; white)</b>			
<input type="checkbox"/> Quarter page <i>vertical</i>	2.25" w x 3.75" h	\$100	
<input type="checkbox"/> Eighth page (business card)	2.25" w x 1.25" h	\$60	
<b>WEB AD with link to your website</b>			
<input type="checkbox"/> Purchased <i>with a print ad</i> (select one option above)	your logo	\$50	
<input type="checkbox"/> Purchased as a stand-alone web-only ad (no print ad purchase)	your logo	\$150	
<b>YOUR AD COPY – Send to gmcmmedia@gmchorale.org by October 20, 2018, following all instructions.</b>			
<input type="checkbox"/> I will send new digital ad copy via email <b>OR</b> <input type="checkbox"/> Use my ad from last year (must be same size)			
<input type="checkbox"/> Please design my ad; contact me. → <b>Add design fee:</b> <input type="checkbox"/> \$75 Premium <input type="checkbox"/> \$50 Standard <input type="checkbox"/> \$25 Compact			
<input type="checkbox"/> I plan to use the same ad for the entire season <b>OR</b> <input type="checkbox"/> I plan to refresh my ad for the spring program book.			
<input type="checkbox"/> I am a returning advertiser. <span style="float: right;"><i>Thank you! Deduct 5% from your subtotal here →</i></span>			
			<b>ADVERTISEMENTS SUBTOTAL</b>
<input type="checkbox"/> Here's a tax-deductible gift to support GMChorale's concerts and educational programs. <i>Thank you!</i>			
<input type="checkbox"/> I'm interested in becoming a program sponsor or helping to underwrite a concert. Please contact me.			
			<b>TOTAL DUE</b>
<b>YOUR PAYMENT must be received by October 20, 2018.</b>			
<input type="checkbox"/> <b>Credit card</b> Card number:		Security code:	
Name on card:		Expiration date:	
<input type="checkbox"/> <b>Check</b> enclosed, made payable to GMChorale. (See instructions below for payment by check.)			
<input type="checkbox"/> <b>(Required)</b> I agree to the terms and conditions set forth in the advertising guide.			
Signed:			<i>Note: When you return this agreement via email, your email message serves as your signature.</i>