



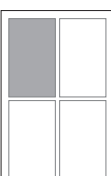


GAY MEN'S CHORUS OF WASHINGTON, DC

ADVERTISING RATE CARD

PRINT ADVERTISING

Accepted files: PDF (with all images and fonts embedded), TIFF, EPS or JPEG. All files must be 300 dpi. Color files must use the CMYK color space (not RGB). Submissions are via mail, cd, or an ad from the 2007-08 season already on file. Rates are based on supplied art. If an ad must be designed by us there will be an additional charge, including any redesign to a 2007-08 season ad.

	1 Program	2 Programs (save 20%)	Season Advertiser 3 Programs (save 25%)
 <p>Full page B&W Full page COLOR (4½" x 7½")</p>	\$500	\$900	\$1,250
	\$750	\$1,200	\$1,688
 <p>½ page horiz. B&W ½ page horiz. COLOR (4½" x 3⅝")</p>	\$300	\$480	\$675
	\$450	\$720	\$1,012
 <p>½ page vert. B&W ½ page vert. COLOR (2⅛" x 7½")</p>	\$300	\$480	\$675
	\$450	\$720	\$1,012
 <p>¼ page horiz. B&W ¼ page horiz. COLOR (4½" x 2¾")</p>	\$175	\$280	\$395
	\$350	\$560	\$787
 <p>¼ page vert. B&W ¼ page vert. COLOR (2⅛" x 3⅝")</p>	\$175	\$280	\$395
	\$350	\$560	\$787

Season Advertisers enjoy additional benefits, including:

- A listing on www.gmcw.org under its "Advertising Index"
- Four tickets to a dress rehearsal of GMCW's season productions – **baby, it's gAy outside, everything gAy to Z and friends** – for you or your client
- Opportunities to offer special discounts to GMCW's subscriber audience through GMCW mail and email campaigns
- Year-round exposure to 10,000 of GMCW's patrons



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ADVERTISING RATE CARD

BRAND NEW! 2008-2009 SUBSCRIBER COUPON BOOK **Another great way to reach GMCW's audience!**

GMCW is offering its advertisers an additional opportunity for great exposure. As a GMCW advertiser, you can reach GMCW subscribers for an additional \$50 by participating in GMCW's coupon book. This coupon book is mailed to approximately 300 subscribers and includes a variety of discounts at local restaurants, stores, and organizations. Join the Gay Men's Chorus of Washington, DC in the demonstration of community spirit! Please return to GMCW by September 15, 2008.

Name of Business: _____

Please provide exact wording for your offer (i.e., 10% off dinner for 2 with this coupon; Buy One, Get One Free with this coupon):

Address and phone number, as they should appear on the coupon:

If you would like your logo to appear on your coupon, please send a digital copy (EPS, JPEG or TIFF, no less than 300 dpi) to gbeasley@gmcw.org with the Subject heading, "Coupon." Each coupon is the size of a business card (3 1/2" x 2") and is black and white. Design work for the coupon will be done by GMCW's Graphic Designer.

Turn our audience into your patrons by advertising with GMCW. Contact Gretchen Beasley, Director of Marketing and Communications at gbeasley@gmcw.org or **202.293.1548** for more information.

AD CLOSING DATES

Season Advertising Subscription

Reservation Date: September 30, 2008

Artwork Due: Follow artwork submission deadlines for each performance

baby, it's gAy outside!

Reservation Date: September 30, 2008

Artwork Due: October 16, 2008

everything gAy to Z!

Reservation Date: January 23, 2009

Artwork Due: February 6, 2009

friends

Reservation Date: April 10, 2009

Artwork Due: April 24, 2009