

Advertising Rates

	1-SHOW	FULL SEASON	
	FULL PAGE B&W	\$500	\$1200
	FULL PAGE COLOR (4 1/2" X 7 1/2")	\$750	\$1800
	1/2 PAGE HORIZONTAL B&W	\$300	\$720
	1/2 PAGE HORIZONTAL COLOR (4 1/2" X 3 5/8")	\$450	\$1080
	1/2 PAGE VERTICAL B&W	\$300	\$720
	1/2 PAGE VERTICAL COLOR (2 1/8" X 7 1/2")	\$450	\$1080
	1/4 PAGE HORIZONTAL B&W (4 1/2" X 2 1/8")	\$175	\$420
	1/4 PAGE VERTICAL B&W (2 1/8" X 3 5/8")	\$175	\$420

Submission Preferences

CD or email (files under 2MB only). Include all fonts and graphics (300dpi or better). PDF or TIFF preferred. All artwork must be camera-ready to scale. If submitted artwork is not acceptable, you may be referred to a graphic artist. Ad rates do not include art design or alteration. Additional graphic charges are the advertiser's responsibility and will be billed accordingly.



For more information, please contact David Jobin at 202-293-1548 or DJobin@GMCW.org

Address: Gay Men's Chorus of Washington, DC
2000 P Street NW Suite 730
Washington, DC 20036

Website: GMCW.org

2009/2010 Season Advertising

Take advantage of a unique opportunity to highlight your business, create awareness and build engagement in an affordable medium that reaches a targeted, affluent and educated audience.

Advertising in the Gay Men's Chorus of Washington's program allows businesses direct access to DC's considerable and influential GLBT community and their allies. In turn, you lend your support to the largest and one of the longest-running gay-oriented performing arts institutions in the nation's capital, and one of the best established in the nation. 82% of our audience indicate that their image of a corporate partner increases substantially through a business's affiliation with GMCW and 77% of our audience tell us they are more likely to buy a sponsor's product or services accordingly.*

GMCW has an exciting line-up of shows for its 29th season. Please consider signing up with us to advertise for the entire season and receive a 40% savings over the cost of a single production advertisement. In addition to the increased awareness and brand loyalty that you will develop through your association with GMCW, you will receive the following benefits reserved for our business partners:

- 2 tickets to the show of your choice during our 2009 - 2010 season (4 tickets for full page advertisers) for you or clients
- A listing on our website's Advertisers Index with a link to your website
- Year-round exposure to 10,000 GMCW patrons
- Specific & timely messaging to our patrons based on our 4-production schedule

* Shugoll Research, June 2000

The 2009/2010 Season



SNOW WHITE and 175 FAERIES
December 18, 19 & 20

Wonderful winter music paired with our own mini-musical twist on the popular fairy tale. *Snow White* follows in the holiday tradition of GMCW's *Men in Tights ... A Pink Nutcracker* and *A Gay Christmas Carol*.



GMCW and Rock Creek Singers
February 13

Indulge in GMCW's very special Valentine featuring a new men's chorus version of Brahms' *Liebeslieder Waltzes*. Rock Creek Singers will make you swoon with stylish love songs for a perfectly romantic Cupid's holiday.



GMCW's next Big Broadway Musical!
March 19, 20, & 21

Following in the footsteps of *The Wizard of Oz* and *Bye Bye Birdie*, GMCW presents a fully-staged production of *Grease*! Picture our own Danny Zuko, Sandy, Rizzo and the Pink Ladies. What could be more fun?



featuring special guest Christopher Peterson
June 5 & 6

From Judy to Barbra to Elton to Britney, it's a singing and dancing spectacular featuring the incomparable vocal and physical impersonations of the renowned Christopher Peterson. We promise you'll flip your wig, too!

Shows subject to change.

RESERVATION, PAYMENT & AD DEADLINES:

Full Season Advertising	October 16, 2009
Snow	October 16, 2009
Love	December 11, 2009
Grease	January 15, 2010
Divas	April 9, 2010

If you would like to partner with GMCW in additional ways beyond program advertising, please contact Executive Director David Jobin at 202-293-1548 x11 to discuss possible partnerships that can further advance your business's goals.