

2011/2012 Advertising Rates

Advertising Rates

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

Email or mail a CD. 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

2011/2012 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 31st season. Please consider advertising 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 2011/2012 season (4 tickets for full page advertisers) for you or clients
- 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 2011/2012 Season



Featuring Ellen Greene, Broadway's original Audrey from *Little Shop of Horrors*
DECEMBER 16, 17, & 18
LISNER AUDITORIUM

DC's perennial favorite is back with a very special guest, cabaret performer and actress, Ellen Greene (*Little Shop of Horrors*, *Pushing Daisies*). Whether you've been naughty or nice, there's no place like homo for the holidays. Bold production numbers and glittering holiday songs from a Chorus of more than 250 men will make your days merry and bright.



Book, lyrics and music by Richard O'Brien
 Produced by special arrangement with Samuel French.

MARCH 16, 17, & 18
LISNER AUDITORIUM

"Don't Dream It. Be It!" GMCW presents an all-male version of the wild and untamed gender-bending cult musical! There is a light over at the Frankenstein place, which leads an unsuspecting couple into the jowls of an alluringly salacious, sweet transvestite. Dr. Frankenfurter has been making a man...with blonde hair and a tan... and he's in hot pursuit of pleasure with songs that will have every fan dancing in the aisles.



Featuring *Dreams of Hope*
FEBRUARY 18
LISNER AUDITORIUM

GMCW will celebrate the uniqueness of every person and champion gay equality for youth and adults. The Chorus will be joined by *Dreams of Hope*, a courageous Pittsburgh-based creative and performing arts troupe featuring powerful songs and stories from LGBT youth and their allies.



JUNE 2 & 3
LISNER AUDITORIUM

Conjure up a "Teenage Dream," performed just for you and no one else. No matter your age, you'll never forget your first fantasy dream date or boy band crush. Find yourself star struck by our showcase of adoring men in music.

Shows subject to change.

RESERVATION, PAYMENT & AD DEADLINES:

Full Season Advertising	October 14, 2011
Greene	October 14, 2011
Kids	December 16, 2011
Rocky	January 20, 2012
Heart	April 6, 2012

If you would like to partner with GMCW in additional ways beyond program advertising, please contact Executive Director David Jobin at 202.293.1548 x 11 to discuss possible partnerships that can further advance your business's goals.