

2017-18 ADVERTISING INFORMATION

ABOUT GTCYS



GTCYS has been providing a rigorous and inspiring orchestral experience for young musicians since 1972. Led by Artistic Director Mark Russell Smith, outstanding conductors, and coaches from the Saint Paul Chamber Orchestra (SPCO) and Minnesota Orchestra, GTCYS 1,000 students ages 8-18 through eight academic-year orchestras and two summer programs. In 2016, GTCYS launched Harmony which provides violin instruction to elementary students on the West Side of St. Paul. GTCYS presents 25 annual concerts to 12,000 audience members with performances at Orchestra Hall, The Ordway, and Ted Mann Concert Hall, and free community concerts at homeless shelters, schools, and care centers across the Twin Cities. Renowned for its rich international touring history, GTCYS toured Argentina in June 2016 and performed by invitation at the Granada International Festival of Music and Dance (Spain) in 2014. At home, GTCYS collaborates with world-class artists and organizations including the Minnesota Commissioning Club and the Minnesota Chorale. GTCYS' 16,000 alumni include leaders in every field who developed lifelong values of teamwork, discipline, and community engagement during their GTCYS experience. Dedicated to increasing access to music education with the help of generous donors, GTCYS awards more than \$50,000 in need-based scholarships to students annually. For more information, visit www.gtcys.org.

ADVERTISING OPPORTUNITIES

PRINT ADS IN CONCERT PROGRAMS: GTCYS publishes two professionally printed programs which are distributed at five premier concerts during the season.

Program #1 (circulation 3,500)

- **Fall Festival**, November 19, 2017: All eight orchestras perform in two inspiring back-to back concerts at Orchestra Hall.
- **Symphony Series Concert #1**, December 15, 2017: Symphony presents its first full-length concert of the season with Artistic Director Mark Russell Smith at the University of Minnesota's Ted Mann Concert Hall.
- **Symphony Series Concert #2**, February 25, 2018: Symphony performs a full concert at Ted Mann Concert Hall. The concert also features a special performance by GTCYS' Philharmonia West musicians.

Program #2 (circulation 3,000)

- **Symphony Series Concert #3**, April 15, 2018: Symphony's concert series concludes with a much anticipated performance by the talented winner(s) of this year's Young Soloists Concerto Competition at Ted Mann Concert Hall. The concert also features a special performance by GTCYS' Philharmonia East musicians.
- **Spring Festival**, May 6, 2018: The season culminates at Orchestra Hall with two back-to-back Festival performances that each feature a mass finale of Holst's *Jupiter*.

PREMIUM WEBSITE LISTING: GTCYS' website receives more than 40,000 annual visits, and this advertising option will give you additional exposure to our constituents for just \$95 with the purchase of a year-long ad. Your logo, 200 characters of text, and a link to your website will be placed at the top of our advertiser webpage from November 2017 through November 2018.

WHY ADVERTISE WITH GTCYS?

- GTCYS patrons are well-educated, diverse, and committed to the arts and education, making GTCYS an outstanding place to advertise!
- GTCYS' 1,000 young musicians are consistently top academic achievers with well-rounded skills and talents. These students and their parents are making important decisions about where to attend college and go to summer camps.
- Thousands of GTCYS alumni and concert attendees, as well as our students, purchase and upkeep instruments, making our patrons a target audience for music retailers.

PRICING

| PRINT ADVERTISEMENTS | Full Page Print Ad 5.25" w x 8.25" h | Half Page Print Ad 5.25" w x 4" h | Business Card Print Ad 3.5" w x 2" h |
|--|--|--|--|
| Concert Program #1 Concerts on November 19, December 15, February 25 Circulation 3,500 | \$325 | \$255 | \$135 |
| Concert Program #2 Concerts on April 15, May 6 Circulation 3,000 | \$325 | \$255 | \$135 |
| Both Concert Programs <i>Save 8% by advertising in both programs!</i> Circulation 6,500 | \$600 | \$470 | \$250 |
| PREMIUM FULL-PAGE ADS available on a first-come, first-served basis. For availability call 651-602-6802 or email brittany@gtcys.org . | | | |
| \$850 Full color back cover | | \$725 Full color inside front or back cover | |
| WEBSITE LISTING | Premium Web Ad | Discounted price for year-long print advertisers! <i>Place any size ad in both concert programs and receive a web ad for half price.</i> | |
| Yearlong Log, Listing (200 characters) & Web Link November 2017 – November 2018 | \$195 | \$95 (plus print ad total above) | |

DETAILS

| PRINT ADVERTISEMENTS | | |
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| Print Ad Deadlines | | |
| Program #1 | Space reservation and payment: September 30, 2017 | Artwork: October 15, 2017 |
| Program #2 | Space reservation and payment: February 28, 2018 | Artwork: March 15, 2018 |
| Print Ad Specifications | | |
| <ul style="list-style-type: none"> Programs are professionally designed and printed on 70# glossy paper stock with full-color cover pages and black and white interior pages. Books are saddle stitched with a final trim size of 5.5" wide by 8.5" high. Ads must be submitted in high-quality PDF format with no bleed or crop marks. They must be black and white unless you purchased a premium color ad. Email your PDF to brittany@gtcys.org by the artwork deadline(s) above. | | |
| WEBSITE LISTING | | |
| Website Ad Deadline Reservation and payment: September 30, 2017 | | Web ad materials: October 15, 2017 |
| Website Ad Specifications | | |
| <ul style="list-style-type: none"> Full color logo in JPEG format, 200 characters of promotional text to include on your web ad, specific URL for your webpage Email web ad materials to brittany@gtcys.org by October 15, 2017. | | |

PURCHASING SPACE

To purchase ad space, [please fill out our online form](#).

CONTACT

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