



Mark Russell Smith, Artistic Director



## 2023-24 ADVERTISING INFORMATION

As one of the country’s leading youth orchestra programs, GTCYS attracts 1,200+ of the Twin Cities’ most talented students ages 7 – 18 through our 10 school-year orchestras, summer camps, and access programs. The 2023-24 season marks GTCYS’ 52nd season filled with 25 concerts and additional programming. You’ll reach an active audience when you advertise with GTCYS! Order your print and/or digital ads online at [gtcys.org/support/advertising](https://gtcys.org/support/advertising).

### PRINT ADVERTISING

Advertising in GTCYS’ concert programs puts you front and center with more than 7,000 live audience members and more than 16,000 digital livestream viewers. Two issues (Nov 2023 – Feb 2024 & Apr 2024 – May 2024) are printed and distributed at 10 major concerts and events at Orchestra Hall and Ted Mann Concert Hall. A digital PDF version is shared with livestream viewers.

#### Premium Ads

full page, 5.25”w x 8.25”h, sold on a first-come, first-served basis

Back Cover <i>full color</i>	\$1,150 for full season
Inside Front Cover <i>full color</i>	\$950 for full season
Inside Back Cover <i>full color</i>	\$950 for full season
Opposite Inside Front Cover	\$875 for full season
Opposite Inside Back Cover	\$875 for full season
Opposite Symphony program	\$825 for full season

#### Standard Ads

black & white, sold per issue

Full Page 5.25”w x 8.25”h	\$810 for full season
Full Page 5.25”w x 8.25”h	\$455/issue
Half Page 5.25”w x 4”h	\$590 for full season
Half Page 5.25”w x 4”h	\$345/issue

### PRINT AD SPECS

Deadlines for contract, payment, and artwork: Program #1: October 1, 2023 Program #2: March 15, 2024

- Ads must be submitted as a high quality pdf with no bleed or crop marks.
- Email your ad to [andrea@gtcys.org](mailto:andrea@gtcys.org) by the deadline.
- Programs are printed on 70# glossy paper stock with full-color exterior and interior 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.

## DIGITAL ADVERTISING

### FESTIVAL EMAILS

Reach our active audience through emails about Fall and Spring Festivals (9000+ contacts)

- Sent before the concerts with announcements and ticket information.
- Sent after the concerts with recording links and recaps/photos.

**Festival Email Sponsor: \$525/email** limit one sponsor/email, first-come, first-served, preview text and header

One ad with copy and artwork, placed at the top of the email

"Sponsored by \_\_\_\_\_" email preview text

"Sponsored by \_\_\_\_\_" in email header

**Single Ad: \$325/email** multiple available for each email, one ad in body of email with copy and artwork

### E-NEWSLETTERS

Reach our active audience through two monthly email newsletters: News Notes and Up Tempo.

- News Notes is sent on the 1st of the month to current GTCYS families (2000+ contacts).
- Up Tempo is sent on the 15th of the month to our full email list (9000+ contacts).

**Email Sponsor: \$495/email** limit one sponsor/email, sold on a first-come, first-served basis

One ad with copy and artwork, placed at the top of the email

"Sponsored by \_\_\_\_\_" email preview text

"Sponsored by \_\_\_\_\_" in email header

**Single Ad: \$295/email** one ad with copy and artwork

### DIGITAL AD SPECS

Deadlines for contract, payment, and artwork: 2 weeks prior to email send date

- Ads must be submitted in jpg or png format.
- Ad size: 1320px x 740px
- Copy: max 40 words
- Please include a website link in your ad copy.
- Email your ad to [andrea@gtcys.org](mailto:andrea@gtcys.org) by the deadline.



Questions? Contact: Andrea Paulet, Communications Manager

Email: [andrea@gtcys.org](mailto:andrea@gtcys.org) | Tel 651.602.6816 | 408 St. Peter Street, Suite 300, St. Paul, MN 55102

[www.gtcys.org](http://www.gtcys.org)