



greater twin cities youth symphonies



Mark Russell Smith, Artistic Director

## 2020-21 ADVERTISING INFORMATION

As the region's premier youth orchestra program, GTCYS attracts 1,000 of the Twin Cities' most talented students. Our reach extends to more than 7,000 students, families, teachers, friends, and arts patrons. Extend your reach by advertising with GTCYS!

### DIGITAL ADVERTISING

We're excited to offer new digital advertising options this season to put you front and center in direct email communications. We send two monthly email newsletters each month: News Notes and Up Tempo.

#### **News Notes** ([sample email](#))

Sent on the 1st of the month to all current families  
1700+ contacts

#### **Up Tempo** ([sample email](#))

Sent on the 15th of the month to full email list  
8600+ contacts

Advertising options for News Notes and Up Tempo are the same. Browse the options below to find your perfect advertising fit, and see more details on the specifications sheet.

#### **Sponsor: \$600/email, premium ad space** *limit one sponsor/email, sold on a first-come, first-served basis*

"Sponsored by \_\_\_\_\_" email preview text  
"Sponsored by \_\_\_\_\_" in email header  
One large ad with copy and artwork

#### **Single Ad: \$350/email**

One medium ad with copy and artwork

#### **Ad Listing: \$100/email**

One ad listing with name and link, no artwork

Questions? Contact: Morgan May, Communications and Marketing Manager  
Email: [morgan@gtcys.org](mailto:morgan@gtcys.org) | Tel 651.602.6816 | 408 St. Peter Street, Suite 300, St. Paul, MN 55102

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



# 2020-21 ADVERTISING AGREEMENT

## ADVERTISER INFORMATION

Organization/Company Name \_\_\_\_\_  
 Contact Name & Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip code \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

## AD SELECTION

<b>News Notes sent monthly on the 1st</b>	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	<b>TOTAL</b>
Sponsor - \$600/email <i>premium ad space*</i>												\$
Single Ad - \$350/email												\$
Ad Listing - \$100/email												\$
<b>Up Tempo sent monthly on the 15th</b>	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	<b>TOTAL</b>
Sponsor - \$600/email <i>premium ad space*</i>												\$
Single Ad - \$350/email												\$
Ad Listing - \$100/email												\$

\*limit one sponzor/email, sold on a first-come, first-served basis

**TOTAL: \$** \_\_\_\_\_

## AD SUBMISSION

Deadline for contract and ad submission: two weeks in advance of the email send date

- Email your contract and ad to [morgan@gtcys.org](mailto:morgan@gtcys.org) with the subject "MONTH News Notes Ad" or "MONTH Up Tempo Ad"
- Include all necessary information, as detailed on the Ad Spec Sheet
- You will receive a link to the final email with your ad to view and save for your records

## PAYMENT INFORMATION

Credit card: Visa MasterCard Amex Discover Please invoice me

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_ 3-Digit Code \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

Return this form to [morgan@gtcys.org](mailto:morgan@gtcys.org) at least two weeks in advance of the email send date.

**THANK YOU!**

# GTCYS AD SPEC SHEET

**Sponsor: \$600/email, premium ad space** *limit one sponsor/email, sold on a first-come, first-served basis*

"Sponsored by \_\_\_\_\_" email preview text  
"Sponsored by \_\_\_\_\_" in email header  
One large ad with copy and artwork

## Ad Specs

image size: 1320x740px (264x148px display size)  
image file type: jpg or png  
copy: max 40 words  
link: display text and website

## Inbox

Q Search



**GTCYS** 3:36 PM >  
September Up Tempo  
Sponsored by ABC Strings \*\* Up Tempo:  
September 2020 -----

## Up Tempo: September 2020

Sponsored by [ABC Strings](#)

Our students have shared some fantastic concerts this month across the Twin Cities. People came together and were moved by the power of music. From Mariachi to a sing-along concert for kids, the community is alive with the sound of music. Relive some of the concerts through the stories below and join us this weekend for two more concerts!



ABC Strings is the Twin Cities' leading string instrument provider since 2020. Our experienced staff will work with you to find your perfect instrument fit. Stop by our shop and use code GTCYS15 for 15% off your first visit.

## Single Ad: \$350/email

One medium ad with copy and artwork

## Ad Specs

image size: 1320x740px (173x96px display size)  
image file type: jpg or png  
copy: max 40 words  
link: display text and website

Each year, GTCYS conductor Dan Mollick and Concertino students collaborate with professional artists to explore cultures outside of the traditional classical music world. This year, Mariachi Mi Tierra joined Concertino for a several-months-long residency imparting knowledge about mariachi style music and inspiring through their artistry. Their collaborative work paid off in a thrilling concert last Saturday. Playing to a full house at Church of St. Matthew on St. Paul's West Side, Concertino and Mariachi Mi Tierra wowed the audience with individual performances before ending with a combined piece.



ABC Strings is the Twin Cities' leading string instrument provider since 2020. Our experienced staff will work with you to find your perfect instrument fit. Stop by our shop and use code GTCYS15 for 15% off your first visit.

## Ad Listing: \$100/email

One ad listing with name and link, no artwork

## Ad Specs

link: organization name and website

Kids and families sang, danced, and enjoyed stories at Concert Orchestra's third annual Sing-Along Concert. Led by GTCYS conductor Mark GTCYS and in partnership with Music Together in the Valley, this concert uplifted more than 650 toddlers and the young at heart from across the Twin Cities, leaving everyone smiling and dancing on their way home. Be a kid again with highlights from the concert! [And read more about the concert here.](#)

Thank you to the following for supporting GTCYS:

[ABC Strings](#)  
[Twin Cities Melody](#)  
[School of Music and the Arts](#)