



Mark Russell Smith, Artistic Director

## 2021-22 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 8,500 students, families, teachers, friends, and arts patrons. The 2021-22 season marks GTCYS' 50th anniversary, and will be filled with celebratory programs. Our constituents will be more engaged with GTCYS than ever throughout the season. You'll reach an active audience when you advertise with GTCYS! Order your 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 audience members during GTCYS' 50th anniversary. Two issues (Nov 2021-Feb 2022 & Apr 2022-Jun 2022) are printed and distributed at major concerts and events at Orchestra Hall and Ted Mann Concert Hall.

#### 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>	\$945 for full season
Inside Front Cover <i>full color</i>	\$795 for full season
Inside Back Cover <i>full color</i>	\$795 for full season
Opposite Inside Front Cover	\$750 for full season
Opposite Inside Back Cover	\$750 for full season

#### Standard Ads

*black & white, sold per issue*

Full Page 5.25"w x 8.25"h	\$340/issue
Half Page 5.25"w x 4"h	\$270/issue
Quarter Page 5.25"w x 2"h	\$200/issue

### DIGITAL ADVERTISING

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 (1600+ contacts).
- Up Tempo is sent on the 15th of the month to our full email list (9200+ contacts).

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

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

**Single Ad: \$350/email** *one medium ad with copy and artwork*

**Ad Listing: \$100/email** *one ad listing with name and link, no artwork*

## PRINT AD SPECS

Deadlines for contract, payment, and artwork: Program #1: October 1, 2021 Program #2: March 1, 2022

- Ads must be submitted in high quality PDF format with no bleed or crop marks.
- Email your ad to [morgan@gtcys.org](mailto:morgan@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 AD SPECS

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

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

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

### Ad Specs

image size: 1320x740px  
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  
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.



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**Ad Listing: \$100/email** *one ad listing with name and link, no artwork*

### Ad Specs

link: organization name and website

Thank you to the following for supporting GTCYS:

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