



greater twin cities youth symphonies



Mark Russell Smith, Artistic Director

2019-20 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!

PRINT ADVERTISING

Advertising in GTCYS' concert programs will put you front and center with more than 7,000 audience members. Two issues (fall/winter and spring) are professionally printed and distributed at nine major concerts at Orchestra Hall and Ted Mann Concert Hall. Ads come in a wide range of sizes and prices, and are listed on the next page. Find an option that fits your needs!

NEW! DIGITAL PROGRAM BOOK LINKS

For the first time this year, we will create digital versions of GTCYS' full printed concert programs. Each purchased print ad will automatically appear in a pdf of the program which will be shared broadly in conjunction with our livestream concert promotions. To enhance your ad, you can purchase a clickable link, so viewers can click your ad and visit a weblink that you provide – increasing your visibility and audience.



GTCYS BY THE NUMBERS

- \$100,000 in need-based scholarships this year
- 17,000 audience members served annually
- 16,000+ alumni since 1972
- 1,000 student musicians ages 8-18 enrolled
- 25+ annual concerts at diverse venues
- 9 school-year orchestras and summer programs
- Partnership with The Saint Paul Chamber Orchestra since 2011

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

www.gtcys.org



2019-20 ADVERTISING AGREEMENT

ADVERTISER INFORMATION

Organization/Company Name _____

Contact Name & Title _____

Address _____

City, State, Zip code _____

Phone _____ Email _____

Weblink (for digital program book link if purchasing) _____

AD SELECTION

PRINT ADVERTISING	Program #1	Program #2	DIGITAL PROGRAM BOOK LINKS
Program Books	November 2019-February 2020	April 2020-May 2020	
Premium Ads <i>full page, 5.25" w x 8.25" h</i>			Premium Ads
Back Cover <i>full color</i> SOLD OUT	<input type="checkbox"/> \$895 for full season		All premium ads include a digital program book link at no extra cost.
Inside Front Cover <i>full color</i> SOLD OUT	<input type="checkbox"/> \$765 for full season		
Inside Back Cover <i>full color</i> SOLD OUT	<input type="checkbox"/> \$765 for full season		
Opposite Inside Front Cover SOLD OUT	<input type="checkbox"/> \$720 for full season		
Opposite Inside Back Cover SOLD OUT	<input type="checkbox"/> \$720 for full season		
Standard Ads <i>black & white</i>			Standard Ads
Full Page <i>5.25" w x 8.25" h</i>	<input type="checkbox"/> \$340	<input type="checkbox"/> \$340	Purchase a weblink for your ad in the digital program book. <input type="checkbox"/> \$175 for weblink
Half Page <i>5.25" w x 4" h</i>	<input type="checkbox"/> \$270	<input type="checkbox"/> \$270	
Quarter Page <i>5.25" w x 2" h</i>	<input type="checkbox"/> \$200	<input type="checkbox"/> \$200	

TOTAL: \$ _____

DETAILS

Deadlines for contract, payment, and artwork: Program #1: October 1, 2019 Program #2: March 1, 2020

Specifications:

- Ads must be submitted in high quality PDF format with no bleed or crop marks.
- Email your ad to morgan@gtcys.org by the deadline(s).
- Programs are professionally designed and 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.

PAYMENT INFORMATION

Check enclosed, payable to GTCYS Please invoice me Credit card: Visa MasterCard Amex Discover

Card Number _____ Expiration _____ 3-Digit Code _____

Cardholder's Name _____ Signature _____

Return this form to morgan@gtcys.org or GTCYS, 408 St. Peter Street, Suite 300, St. Paul, MN 55102 **THANK YOU!**