



Sleigh! (December 1, 2 & 9, 2018)
Stonewall 50: All of Us (March 23 & 24, 2019)
Rock You! A Wild Ride Through the Music of Queen (June 8 & 9, 2019)

Advertising Opportunities 2018-2019 Season

Our Audience

The audience at every Heartland Men's Chorus concert continues to grow, thanks to our entertaining and innovative programming. Advertising in HMC's concert program affords access to our desirable, *affluent and loyal audience*. Our 33rd season brings three unique advertising opportunities: concert program advertising, electronic advertising in our *QuarterNotes* e-newsletter, and advertising on our print-at-home concert tickets.

By advertising with HMC, you reach loyal supporters of the arts and of the LGBT community. HMC's audiences are:

- Arts Savvy: One third of our audience make contributions of more than \$1,000 annually to the arts.
- Educated: 77% of our audience have a college degree, with 40% also having completed graduate studies.
- Affluent: More than 58% of our audience members have an annual household income of more than \$75,000.

Concert Program Advertising

HMC presents three concert programs per season (a total of seven performances per year). Concert attendance for our previous season was more than 6,500 patrons! Black-and-white ads are available to suit any budget. A small number of full-page 4-color ad spaces are available.*

Electronic Advertising

HMC's *QuarterNotes* e-newsletter delivers 5 times per year to more than 8,000 HMC patrons. Advertising in *QuarterNotes* is exclusive—only one advertisement per issue. These full-color ads, linking to your own website, are a perfect way to capture the attention of our desirable demographic. Because of our audience's loyalty, *QuarterNotes* has an average 32 % open rate, and a 26% click-through rate. Full-color ads in *QuarterNotes* are available on a first-come-first-served basis.*

Print-At-Home Ticket Advertising

HMC's ticketing application allows patrons to print their concert tickets at home. Last season, more than 75% of our single ticket buyers used print-at-home tickets. Your 4-color advertisement shares the same space as the concert ticket, allowing your advertising message increased visibility. Ticket advertising is exclusive per concert—only one advertisement per concert cycle—and is ideal to promote sales, offer coupons or advertise any other time-sensitive offer.*

* Please contact Rick Fisher at 816-931-3338 or hmc@hmckc.org regarding availability of 4-color program ads, *QuarterNotes* advertising, and print-at-home ticket advertising.

Artwork Deadlines

For program advertisements: 30 days prior to concert performance

For *QuarterNotes* e-newsletter: please call 816-931-3338 or email hmc@hmckc.org for deadlines

For print-at-home tickets: September 16 (holiday concert); November 25 (spring concert); March 23 (summer concert)

Ad Submission

Ads can be e-mailed to hmc@hmckc.org, or mailed to Heartland Men's Chorus, PO Box 32374, Kansas City, MO 64171-5374. If you have any questions, call Rick Fisher at 816-931-3338 or e-mail hmc@hmckc.org.

File Types (Program Advertising)

Please submit an electronic copy of your advertisement. HMC does not provide advertising layout or design services. A hard-copy printed proof is also helpful to make sure the ad prints exactly as you wish it to. All images must be 300 dpi high-resolution, grey-scale. The following file formats can be accepted:

- QuarkXpress File (must include images and Macintosh-compatible fonts)
- Illustrator File (must include images and Macintosh-compatible fonts, or convert fonts to outlines)
- JPEG (must be 300 dpi, high-resolution, grey-scale)
- PDF (must be press-quality, not screen-quality)

File Types (e-Newsletter Advertising)

Please submit an electronic copy of your advertisement in JPEG, GIF or TIF format, 600 pixels wide X 200 pixels high. Resolution should be no more than 150 dpi.

File Types (Print-At-Home Ticket Advertising)

Please submit an electronic copy of your advertisement in JPEG format. Ads must be 900 pixels wide X 300 pixels high. Resolution should be no more than 150 dpi.

Specifications, Rates & Advertising Agreement

	1 concert	2 concerts	3 concerts	Total
<input type="checkbox"/> Full Color Concert Program Ad 4.5" x 7.5" color	N/A	N/A	\$800	\$ _____
<input type="checkbox"/> Full Page Concert Program Ad 4.5" x 7.5" black-and-white	\$275	\$440	\$550	\$ _____
<input type="checkbox"/> Half Page Concert Program Ad 4.5" x 3.75" black-and-white	\$165	\$275	\$330	\$ _____
<input type="checkbox"/> Quarter Page Concert Program Ad (vertical) 2.35" x 3.75" black-and-white (horizontal) 4.5" x 1.875" black-and-white	\$110	\$190	\$220	\$ _____
<input type="checkbox"/> <i>QuarterNotes</i> e-Newsletter Ad 600 x 200 pixels (150 dpi) color	\$350			
<input type="checkbox"/> Print-At-Home Ticket Advertising 900 x 300 pixels (150 dpi) color	\$500			

Amount Remitted with Contract: \$ _____

Please check your choice above, sign and return this contract as your space reservation by 10/15/2018.

Advertiser: _____

Contact: _____

Billing Address: _____

City, State, ZIP: _____

Phone: Fax: _____

E-mail: _____

Order for display advertising described in listing checked above.

Signature _____ Date _____

Return to Heartland Men's Chorus • P.O. Box 32374 • Kansas City, MO 64171-5374 or FAX to 816-531-1367.