



*Making Spirits Bright!* (December 7-8, 2019)

*Smitten With Britain* (March 28-29, 2020)

*Unbreakable* (June 13-14, 2020)

## Advertising Opportunities 2019-2020 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 34<sup>th</sup> season brings two unique advertising opportunities: concert program advertising and electronic advertising in our *QuarterNotes* e-newsletter.

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 six performances per year). Concert attendance for our previous season was more than 6,000 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.\*

*\* Please contact Rick Fisher at 816-931-3338 or [hmc@hmckc.org](mailto: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](mailto:hmc@hmckc.org) for deadlines

### Ad Submission

Ads can be e-mailed to [hmc@hmckc.org](mailto: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](mailto: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.

**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"/> QuarterNotes e-Newsletter Ad 600 x 200 pixels (150 dpi) color	\$350			

Amount Remitted with Contract: \$ \_\_\_\_\_

**Please check your choice above, sign and return this contract as your space reservation by 10/15/2019.**

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.**