



# SAN FRANCISCO GAY MEN'S CHORUS

**SEASON 39**



*image: gareth goech photography*

BLEED SIZE: 6.000" W x 9.000" H

**PREMIUM PLACEMENT  
OPPORTUNITIES INCLUDE  
INSIDE COVERS,  
COVER FACING PAGES  
& BACK COVER**

**FULL PAGE**

LIVE AREA: 5.000" W x 8.000" H

TRIM SIZE: 5.500" W x 8.500" H

**BAYSTAGES  
PROGRAMS**

**2016|2017**

**MEDIA  
KIT**

## SIZE

1.750" W x 8.000" H

## LIVE AREA

1.500" W x 7.750" H

THIRD PAGE

# THE SAN FRANCISCO GAY MEN'S CHORUS

Founded in 1978 as the very first chorus to publicly identify as gay or lesbian, SFGMC has been the torchbearer of the global LGBT choral movement. The Chorus is a family, a community and an agent for change. With an average of thirty appearances each year, SFGMC has performed over 1,000 concerts at iconic venues such as Davies Symphony Hall, the Herbst Theatre, the historic Castro Theater, Walt Disney Hall and the world-renowned Carnegie Hall.

Season 39 starts with *Babes in Joyland*, featuring gorgeous music, jubilant production pieces and heartwarming moments and guest artist soprano Marnie Breckenridge. December 24th brings the classic *Home for the Holidays* shows with guest Melody Moore. Spring unveils *Paradise Found* with world-premiere commissions and guest artists the Na Lei Hulu Dance Company. June's annual Pride concert, *The Gay Kitchen Sink*, is an extravaganza of beloved music and featured guests the Kinsey Sicks.

Please visit [sfgmc.org](http://sfgmc.org) for more information.

## PUBLICATION DEADLINES:

### *Babes in Joyland*

December 9 + 10, 2016 | Nourse Theater

Publication Deadline..... December 1, 2016 | 5,000 Units

### *Home for the Holidays*

December 24, 2016 | Castro Theatre

Publication Deadline..... December 15, 2016 | 5,000 Units

### *Paradise Found*

March 30, 31 + April 1, 2017 | Herbst Theatre

Publication Deadline..... March 20, 2017 | 5,000 Units

### *The Gay Kitchen Sink*

June 16 + 17, 2017 | Nourse Theatre

Publication Deadline..... June 5, 2017 | 5,000 Units

## ADVERTISING OPTIONS:

Sixth-Page .....	\$ 275
Third-Page .....	\$ 425
Half-Page .....	\$ 575
Full-Page.....	\$ 750
Inside Covers.....	\$ 1,000
Inside Back Cover Facing Page .....	\$ 1,000
Back Cover .....	\$ 1,500

Select additional premium placement opportunities may be available, subject to a 25% surcharge. Discounts available for multiple insertion orders, 501(c)(3) nonprofit organizations, SFGMC members and SFGMC sponsors. Advertising design and editing services available.

## ADVERTISING DESIGN SPECIFICATIONS

**FILE FORMAT:** Design files must be 100% of size ordered with a resolution of 300 dpi (dots per inch) in grayscale or CMYK format. Files must be compatible with Adobe Creative Suite. Files may be submitted as layered, editable files (.ai, .eps, .indd or .psd) packaged with all placed images and fonts, as press-ready PDF files, or in .jpg or .tiff format. **No other file formats will be accepted.**

- **DO NOT SEND** files with spot color (Pantone) or RGB color specifications. Files containing such colors will be converted to CMYK format and the Publisher will not be liable for claims for any shift in colors due to this conversion.
- **DO NOT SEND** image files lower than 300 dpi (except as examples) or files with placed or embedded images lower than 300 dpi. Publisher will not be liable for claims due to the use of Advertiser-supplied low-resolution image files.
- **DO NOT SEND** images as .gif, .png, .bmp, .pict files, or documents in any text formats (.doc, .txt, .rtf), or files native to design programs other than Adobe Creative Suite such as CorelDraw, Publisher, PowerPoint. Such files will be returned to the Advertiser for replacement.

**BORDER & RULES:** Do not put *any* sort of line, rule or border around your design. Even thick borders - 0.5" or larger - on full-bleed designs can shift slightly and cause the design to appear off-center. Non-bleed designs will be framed according to the style of the publication in the final layout.

**BLEED:** Full-page designs should include a quarter-inch (0.25") bleed on ALL sides of your design, meaning designs for 5.5" by 8.5" pages, with bleed, should provide 6.0" by 9.0" coverage. If you add crop marks, please offset them by at least one-eighth (0.125") inch.

**LIVE AREA:** Do not include any important text or other critical content closer than one-quarter (0.25") inch to any edge of full-page full-bleed designs.

Non-bleed designs should maintain a pad/live area one-eighth (0.125") inch from all sides for best results, as shown on the duotone examples on this media kit. The Publisher will not be liable for claims due to content that is cropped or illegible due to improper formatting.

## FILE DELIVERY INSTRUCTIONS

Please compress all file submissions to .zip or .rar files. Please include a screen-resolution (72 dpi) .jpg example of your design for verification purposes. Please name your file with your company name and the size of your advertisement. (EXAMPLE: *WALMART-sixthpage.zip* or *TIFFANYS-fullpage.zip*)

Please send your design files as soon as possible after confirming your advertising order so we may alert you to any necessary corrections. Please respond to requests for corrections or approval as soon as received. File submissions or corrected files received after the publication deadline specified on the advertising contract cannot be guaranteed to receive a review document and/or placement in the publication. Files up to 2.0 GB each may be uploaded at:

**[via.media/file-transfer](#)**

SIXTH PAGE

### SIZE

1.750" W x 3.9375" H

### LIVE AREA

1.500" W x 3.6875" H

# HALF PAGE

## SIZE

5.000" W x 3.9375" H

## LIVE AREA

4.75" W x 3.6875" H

## BAYSTAGES PROGRAMS

3Girls Theatre • 42nd Street Moon • AlterTheater • Bay Area Musicals  
The Breadbox • Broadway By the Bay • City Lights Theater Company  
Crowded Fire Theater • The Custom Made Theatre Co.  
Dragon Productions Theatre Company • OMG, I Love That Show! Productions  
Pear Theatre • Ray of Light Theatre • San Francisco Gay Men's Chorus  
San Francisco Playhouse • San Jose Stage Company  
Silicon Valley Shakespeare • The TBA Awards



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graphic design + publishing

**VIA MEDIA** is an award-winning publishing firm specializing in turn-key solutions for advertising-supported niche publications including theatre and event programs, neighborhood guides and membership directories. Our services cover the full spectrum of a publication from concept, graphic design and branding through advertising sales and trafficking, content creation, layout, print production management and distribution.

### **PUBLISHING CLIENTS AND PROJECTS INCLUDE**

San Francisco Pride • Castro Street Fair • Sonoma County Pride • Shop Small / Shop & Dine in the 49

...plus the **VIA MEDIA GUIDES** to the

Castro, Mission, Noe Valley, Inner Sunset, Potrero, Dogpatch, Bayview, SoMa,  
North Beach and South Beach-Mission Bay neighborhoods of San Francisco,

...and **BAYSTAGES Programs** for leading theatre companies and venues  
in San Francisco and throughout the Bay Area!

advertise@via.media • 415.552.8040

*Advertising design services available. Media kit layout for example purposes. Final designs will differ.*