



SAN FRANCISCO GAY MEN'S CHORUS



SEASON 40

**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

2017|2018

MEDIA KIT

BLEED SIZE: 6.000" W x 9.000" H

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 for 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 40 starts with *Elfstravaganza*, featuring favorite holiday music from the last forty years, followed by the annual Christmas Eve in the Castro classic, *Home for the Holidays*. In March, the groundbreaking Lavender Pen Tour completes its cycle with *Homecoming* at Davies Symphony Hall with guests the Oakland Interfaith Gospel Choir, Oakland Interfaith Community Choir and Oakland Interfaith Youth Choir. In June, composer Andre Lipa follows his seminal *I Am Harvey Milk* with *Unbreakable*, a monumental new commission about the history of the LGBTQ movement featuring Lipa and soprano Lisa Vroman performing with SFGMC.

Please visit sfgmc.org for more information.

PUBLICATION DEADLINES:

Elfstravaganza

December 8 + 9, 2017 | Nourse Theatre

Publication Deadline..... November 28, 2017

Home for the Holidays

December 24, 2017 | Castro Theatre

Publication Deadline..... December 15, 2017

Homecoming

March 29, 2018 | Davies Symphony Hall

Publication Deadline..... March 19, 2018

Unbreakable

June 22 + 23, 2018 | Nourse Theatre

Publication Deadline..... June 12, 2018

SINGLE INSERTION ADVERTISING RATES:

Sixth-Page	\$ 275
Third-Page	\$ 425
Half-Page	\$ 575
Full-Page.....	\$ 750
Inside Covers or Facing Pages	\$ 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 • Contra Costa Civic Theatre
Crowded Fire Theater • The Custom Made Theatre Co. • Dragon Productions
Hillbarn Theatre • John Gertz Productions • Lorraine Hansberry Theatre
Marin Theatre Company • OASIS • OMG, I Love That Show! Productions
Palo Alto Players • Pamela Rose Productions • Pear Theatre • Playwrights Foundation
San Francisco Bay Area Theatre Company • San Francisco Gay Men's Chorus
San Francisco Playhouse • San Jose Stage Company • Silicon Valley Shakespeare



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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.