



2017-2018 Season

Program Advertising Information

WHO ARE WE?

The Honors Choirs of Southeast Minnesota is a nonprofit organization of four youth choirs for grades 1-12, the largest youth choral program in Minnesota. Founded in 1992, its mission is to promote the highest standard of excellence in the preparation and performance of choral music, seeking to provide artistic challenge and growth opportunities for youth throughout the region and enjoyment for the community at large. Membership is by audition and is open to all students who live in southeast Minnesota.

OUR ADVERTISING MISSION

To connect your business to Honors Choirs audiences, promote your business as a community supporter of youth, and gain business exposure to those with evident commitment to the arts and our community.

WHO WILL YOU REACH?

We put your advertisement into the hands of our audiences: Local people with day-to-day needs!

- Area families with school-aged children
- Friends and relatives of our singers
- Local arts-minded members of the community

You will reach desirable and valuable consumers who make decisions everyday—from where to shop, who to go to for everything from banking to pet care, who can straighten teeth or take family portraits, and even which college to attend. You gain their business by directly supporting an organization they care about.

HOW DO WE REACH THEM?

We print over 2,500 copies of our concert programs and distribute them to Honors Choirs audiences free of charge at all three of our major performances. Not only is your advertisement viewed at our concerts, the programs are typically taken home and kept as a memento, giving your ad more exposure over time.

All Honors Choirs advertisers are also listed on our website at www.HonorsChoirs.org.

*In this, our
26th
season,
over 340 singers
from at least 20
southeast
Minnesota
communities
and 50 different
area schools will
perform in 5
Honors Choirs
ensembles.*

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Your ad will appear in all three Honors Choirs programs during the current season. Performances are in December, February and April.

Advertisers reserving space after 11/1/2017 will appear in the programs of three consecutive concerts which will include 2018-2019 season performances. See Production Schedule below for details.

- Program is a booklet, center folded and stapled; each page measures 8 x 11 inches.
- All ads are black and white.
- All ads should be submitted as black and white pdfs.
- If your ad has a white background, please do not insert a border around it.

2017-2018 Dimensions & Rates

| Ad Size | Dimension | 3 Concert Rate |
|--|--------------------------|----------------|
| 1/8 page – black & white (Business Card) | 3" wide x 2" high | \$150 |
| 1/4 page – vertical, black & white | 3.5" wide x 4.75" high | \$300 |
| 1/2 page, black & white | 7.375" wide x 4.75" high | \$600 |
| Full page, black & white | 7.375" wide x 10.5" high | \$1,200 |

Reserving Ads

To reserve ad space, please contact
 Jayne Rothschild at
jayne@HonorsChoirs.org
 or 507-252-0505

Production Schedule

| Deadlines | Concert Dates |
|--|-----------------------------------|
| Reserve by: Nov 1, '17 Artwork due: Nov 1, '17 | Dec 2017, Feb 2018, Apr 2018 |
| Reserve by: Feb 1, '18 Artwork due: Feb 8, '18 | Feb 2018, April 2018, Dec 2018 |
| Reserve by: Mar 21, '18 Artwork due: Mar 29, '18 | April 2018, Dec 2018, Feb 2019 |

Submitting Artwork

Submit your advertisement as a .pdf file to
hc@HonorsChoirs.org by the appropriate due date.
 We will notify you when your ad is received.

