



CHORAL SPECTRUM

LGBTQIA CHORUS • KANSAS CITY

2023 Playbill Advertising Guide

Our music makes a difference!

We are committed to our cause of creating *Equity, Access, and Belonging* for the LGBTQIA+ community, while spreading love and joy!

When you place a **Sponsorship Ad** in our playbill, you'll be helping us to make our community a better place while reaching the exact audience you are looking for.

Contact us today to discuss your many options.

● **Ad technical requirements:**

- Aspect Ratio 16:9, and 1920 X 1080 pixels (or higher)
- File types, PNG or JPG

● **Orders must be received by:**

- Deadline for ads **Fridav. Oct. 25**, at 5pm
(For performances on **Nov. 4-5**, 2023)

● **Contact:** ChoralSpectrum@choralspectrumkc.org

● **Cancelled Performances:**

- This is rare, most often caused by inclement weather. In this case, your ad will be shifted to the next scheduled performance.

● **Ads must have a professional tone, be positive in nature, and align with Choral Spectrum's mission. Ads with misleading or false information will be rejected.**

NEW FORMAT: To save trees and printing costs, we are moving to a digital projection/print hybrid!

	Basic - \$150	Standard - \$200	Premium - \$300
Name listed as a "Performance Sponsor" on the <i>Take-Home Program Card</i>	✓	✓	✓
Half 16:9 Ad on the <i>Digital/Printable Playbill</i>	✓		
Full 16:9 Ad on the <i>Digital/Printable Playbill</i>		✓	✓
Full 16:9 Ad on the performance <i>Scrolling Projection</i>	✓	✓	✓
Name announced as a "Performance Sponsor" during each performance		✓	
Name announced as a "Angel Sponsor" during each performance			✓
Logo placement on <i>Ticket Booth & Will-Call Tickets</i>			✓
Ad Layout Service	+\$25	+\$25	Free