CHORAL SPECTRUM
KANSAS CITY

# 2021-2022 Playbill Advertising Guide

Help support Choral Spectrum
AND reach just the audience
you are looking for!

| | Single | Double (-15%) | Full Season (-20%) |
|---|---|---|---|
| #1 Full Page | $250 | $425 | $600 |
| #2 Half Page - Tall | $180 | $306 | $432 |
| #3 Half Page - Wide | $180 | $306 | $432 |
| #4 Quarter Page - Tall | $100 | $170 | $240 |
| #5 Quarter Page - Wide | $100 | $170 | $240 |
| #6 Full Page, **Color**, Back Cover | $550 | $935 | $1,320 |
| #7 Add Expanded Advertising | +$75 | +$125 | +$200 |

- Layout services available! (additional $25)
- Ads are in Black/White, (Outside Back Cover *in Color)*
- Ads must be supplied in high-res. PDF format
- Orders must be received by:
  - **Friday Oct. 1, 2021** *(Triumphant!, Fall 2021)*
  - **Friday, Nov. 5, 2021** *(Holiday Show, Dec. 2021)*
  - **Friday, April 1, 2022** *(Spring Show, May 2022)*
  - **All dates are subject to change.*

- **Contact: michaelpatch@choralspectrumkc.org**

**#1 Full Page (5” wide X 7.5” high)**

**#2 Half Page - Tall**
**(2.5” wide X 7.5” high)**

**#4 Quarter Page - Tall**
**(2.5” wide X 3.75” high)**

**#5 Quarter Page - Wide**
**(5” wide X 2” high)**

**#3 Half Page - Wide**
**(5” wide X 3.75” high)**

CHORAL SPECTRUM
KANSAS CITY

## 2021-2022 Playbill Advertising Details

**Who We Are:**
Choral Spectrum is a mixed chorus (SATB) for the LGBTQIA and Supporting community. We are an all-inclusive organization which represents every facet of the *spectrum*. We are gay, straight, bisexual, and label-free. We are men, women, and non-binary. We are cisgender and transgender. We come together through song, and seek to spread a message of acceptance, unity, and love for all people.

**Our Mission:**
To use Music to Change Lives, Strengthen our Community and Transform the Perception of LGBTQIA+ in the World.

**Our Vision:**
To provide a safe place of inclusion and expression to all LGBTQIA+ and Allies, using the power of voice through music, to enrich lives and influence acceptance through performance and community engagement.

**Pre Covid-19 Numbers ('18-'19 Season):**
- -3 Concert Cycles
- -6 Major Kansas City Performances
- -9 Community Outreach Performances
- -1 Regional Tour
- -10,000 Audience Members

**Considering Covid-19 in 2021-2022:**
Our performance season will begin just as soon as the Covid-19 vaccine is widely available and distributed. In Dec. 2020, health experts speculate that the US government will begin widespread distribution of the vaccine in late Spring/early Summer of 2021. This coincides with the anticipated start of our 2021-2022 Season. Should distribution of the vaccine be delayed, Choral Spectrum will appropriately modify its season calendar to protect the health and wellbeing of our performers, staff, volunteers, and audience. Should Choral Spectrum need to modify its rehearsal and performance calendar, we will still have 3 full concert cycles.

**Your Ad Dollars:**
Funds collected through playbill advertising help to offset the cost of printing concert programs and other marketing expenses. In return, your support of Choral Spectrum is seen throughout the Kansas City LGBTQIA+ community.
At every major performance, we thank our advertisers and encourage our audience to patronize all businesses and organizations found in the playbill.

**Add Expanded Advertising: *(new!)***
Make your advertising dollars go farther! In addition to advertising in our performance playbills, you have the option of adding additional advertising to your package. This includes:
- -Logo and Link placement on our website.
- -Logo and Link placement on e-mail, Facebook, and other online media platforms.
- -Being listed as a Sponsor on performance posters, and other print materials.
- -Be a part of our advertising throughout each concert cycle, lasting approx. 4 months.

**Advertising Tailored To Your Needs:**
Just as your ad dollars help to support Choral Spectrum, we want to support you and your efforts in the Kansas City community. Please let us know of your needs so that we can best tailor your advertising package to those needs.

**Cancelled Performances:**
This is rare, most often caused by inclement weather. If a performance is cancelled, we will work with you to fulfill our advertising agreements.

**Contact:**
Dr. Michael Robert Patch
He/Him/His
Choral Spectrum, KC
Artistic Director, President, Founder
Cell: (816) 517-5044
michaelpatch@ChoralSpectrumKC.org
www.choralspectrumkc.org