

## THE WOMEN'S CHORUS OF DALLAS

In August of 1989, 35 women joined voices to sing and perform for audiences across the Metroplex. Now in its 17<sup>th</sup> season, The Women's Chorus of Dallas (TWCD) has grown into a nationally recognized vocal performance group with a higher mission: to perform quality choral music to entertain, inspire, and heal in celebration of the diversity and strength of women.

TWCD has represented the Metroplex through special performances in New York City, Denver, Tampa, Minneapolis, San José, and Montréal, just to name a few. The chorus has nine recordings to its credit, plus seven collaborative recordings with the Turtle Creek Chorale.

TWCD supports other nonprofits by performing more than 10 benefit concerts each year. An active Board of Directors, in collaboration with the Artistic and Executive Directors, governs and guides the success of the entire organization.

### WHY ADVERTISE IN TWCD'S PROGRAM

**Visibility.** Over 3,000 people will attend TWCD's subscription concerts this year. Each one will be given a concert program. The printed program has proven to be an effective advertising tool, with 80% of the audience taking it home to use as an information source and concert souvenir. Each concert program is playbill size (8.5"x 5.5") with approximately 30 pages. Color advertising is available for season advertisers.

### CONCERT PROGRAM

This season, The Women's Chorus of Dallas will present three subscription concerts. A concert program is produced for each of the three subscription concerts and you may change your ad for each. Please note that the due dates for space reservation and artwork below are separate. Season advertisers do not need to make a space reservation for each concert. A total of 4000 concert programs will be produced this season.

	<b>Concert Date</b>	<b>Space Reservation</b>	<b>Artwork Due</b>
<b>December</b>	12/10/05	11/18/05	11/25/05
<b>March</b>	03/11/06	02/17/06	02/24/06
<b>June</b>	06/24/06	06/02/06	06/09/06

### ADVERTISING RATES

#### Single Concert Advertising

	<b>Quarter Page</b>	<b>Half Page</b>	<b>Full Page</b>
B&W Ads only	\$50	\$75	\$150

#### Season Advertising (3 Concerts)(if purchased or designed individually)

	<b>Quarter Page</b>	<b>Half Page</b>	<b>Full Page</b>
B&W Ads only	\$150	\$225	\$450

#### Season Package (Using Same Design) (save 20%)

	<b>Quarter Page</b>	<b>Half Page</b>	<b>Full Page</b>
B&W Ads only	\$120	\$180	\$360
Color Inside Ad	N/A	N/A	\$500
Color Cover Ad			\$650

### MECHANICALS

Full Page (Trim)	5.5" x 8.5"
Full Page (Live Area/Non-Bleed)	5" x 8"
Full Page (Bleed)	5.75" x 8.75"
Half Page (Horizontal)	5" x 3.75"
Half Page (Vertical)	2.375" x 8"

### ELECTRONIC FILES ONLY

Please supply all ads on cd or send via email (Mac or PC). **Photos/scans must be 300 dpi (at actual size).**

MAC FORMAT: Files must be built in Quark 4.1, Adobe Illustrator 9, or Adobe Photo Shop 6.0. Please include fonts, linked graphics, and a matching laser output.

PC FORMAT: Files must be built in Adobe Illustrator 10 (fonts converted to outlines) or Adobe Photoshop 6.0 (flattened and fonts converted). Please include linked graphics and a matching laser output.

If supplying pdf or jpeg files, files must be 300dpi. Word, PowerPoint and Publisher files will not be accepted.

### CUSTOM ADS

TWCD cannot accommodate advertisers who do not have a means to produce their own ad mechanicals.