

30TH SEASON OF ENTERTAINMENT WORTH COMING OUT FOR!

**MISSION STATEMENT:** Gay men building community through music.

### HISTORY OF THE TWIN CITIES GAY MEN'S CHORUS

The Twin Cities Gay Men's Chorus is a volunteer community chorus that changes lives through the performance of significant music. Founded by four men in 1981 as the Twin Cities Men's Chorus, the organization's first concert included 55 members and was presented at the Minneapolis Public Library in May 1981. Since then, the Twin Cities Gay Men's Chorus has performed 170 regular-season concerts and has counted more than 750 men among its membership. In 1990 the organization "came out" and changed its name to the Twin Cities Gay Men's Chorus. The Chorus has had six Music Directors throughout its history and is under the direction of Dr. Stan Hill, who was named Artistic Director in 2000. With 130 singing members, TCGMC produces and presents a full concert season every year.

Minnesota's numerous choral organizations, including some of the most renowned choirs in the nation, have enriched the community and made the Twin Cities one of the nation's premier areas for choral music. Twin Cities Gay Men's Chorus (TCGMC) serves a comparatively large adult audience and is among the top 10 gay men's choruses in the nation, adding to the area's reputation for vocal music excellence. Due to its commitment to both artistic quality and positive social change, the Chorus has also contributed significantly to the social wellbeing of the community. TCGMC has performed across the U.S. and in Canada, and has produced more than a dozen recordings.

### OUR AUDIENCE – A DEMOGRAPHIC AND PSYCHOGRAPHIC PROFILE:

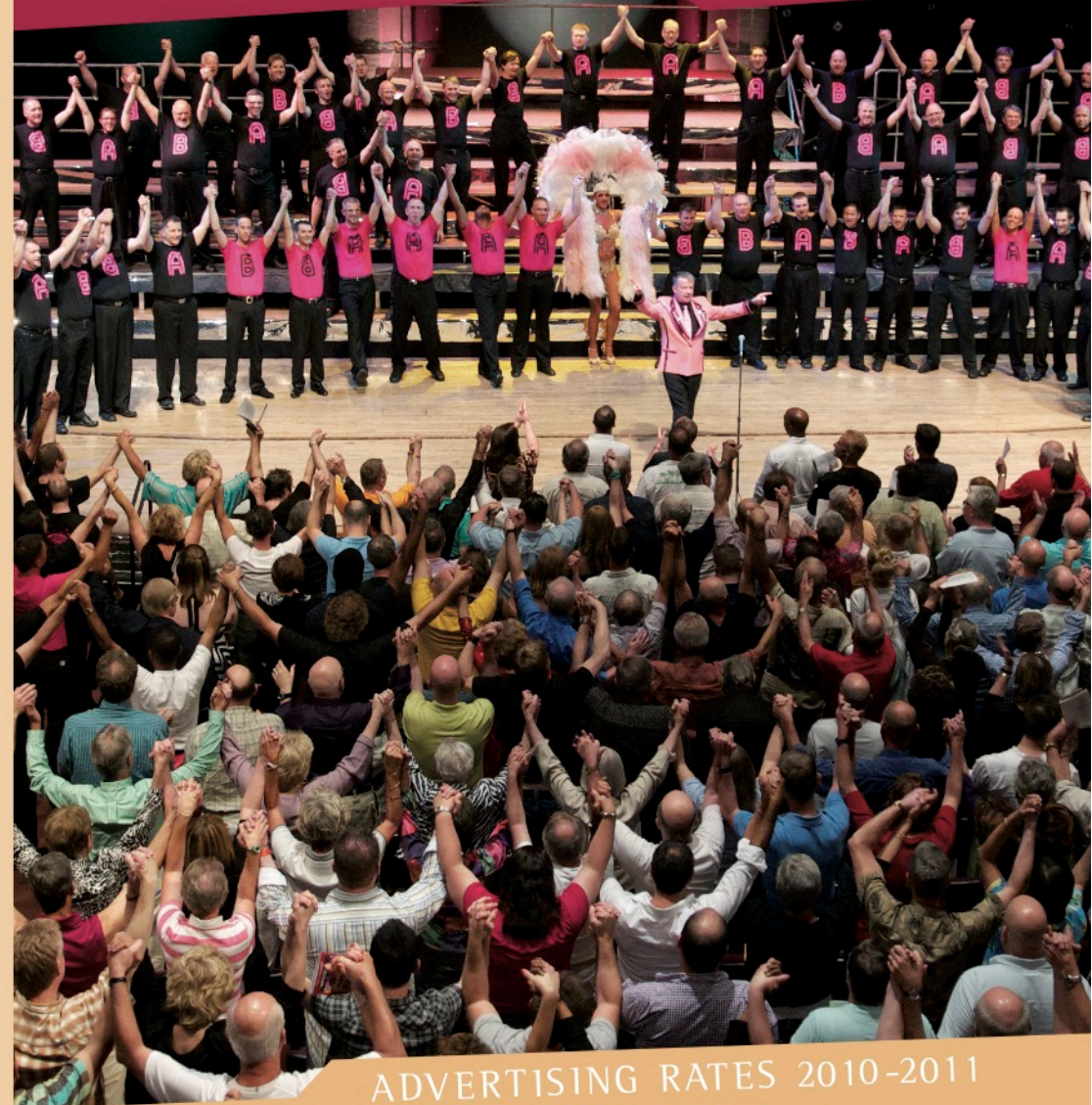
Market research shows that TCGMC's core audience is Caucasian (95%) gay men (41%). Twin Cities Gay Men's Chorus serves a community that is 38% heterosexual women, 12% heterosexual men, 7% lesbians and 2% who defined themselves as other, bisexual, or transgender. 70% of our audience is between the ages of 35-64 and have an average household income of \$50,000 or more annually. Our audience is extremely well-educated as 73% of our audience members hold a college degree while 38% hold a postgraduate degree.

Our audiences live throughout the Twin Cities metro area (93%) and are concentrated in Minneapolis (50%) and the West metro (62.3%) while 23.2% live in St. Paul. 52% live with a spouse or partner and 87% of our audience owns their home. Our audiences support multiple arts organizations. They are politically active, aware of current affairs, and extremely supportive of human rights for all.

### MORE INFORMATION ABOUT TWIN CITIES GAY MEN'S CHORUS:

Mail: TCGMC, 528 Hennepin Avenue, Suite 307, Minneapolis, MN 55403  
Phone: 612-339-7664 Email: ctaykalo@tcgmc.org Website: www.tcgmc.org

★ ★ Twin Cities  
★ Gay men's chorus  
★ ★ ENTERTAINMENT WORTH COMING OUT FOR!



ADVERTISING RATES 2010-2011

30<sup>TH</sup> SEASON!



**CONCERT PROGRAM 1**  
**DECEMBER 10-12, 2010**

**Holiday Harmonies:**  
RINGING IN THE SEASON

**RESERVATION DEADLINE:**  
Friday, November 5, 2010

**ARTWORK DEADLINE:**  
Friday, November 19, 2010

**CONCERT PROGRAM 2**  
**APRIL 1-2, 2011**

**Olé, Olé, Olé:**  
SEXY, SASSY, WITH A HINT OF SALSA

**RESERVATION DEADLINE:**  
Friday, February 18, 2011

**ARTWORK DEADLINE:**  
Friday, March 4, 2011

**CONCERT PROGRAM 3**  
**JUNE 24-25, 2011**

**Let's Hear It For the Boys:**  
THE ULTIMATE BOY BAND REVIEW

**RESERVATION DEADLINE:**  
Friday, May 20, 2011

**ARTWORK DEADLINE:**  
Friday, June 3, 2011

**PRIDE!**

ARTWORK/MECHANICALS

All ads must include hi-res files (300 dpi), any graphics or logos (.tiff, .eps) and all fonts and must be submitted in exact dimensions at 100%.

All ads should be submitted in a digital format.

Ads submitted incorrectly (including incorrectly sized ads) will incur an additional production charge to correct the files.

We accept hi-res PDFs (preferred), InDesign, (Mac Formatted) Quark, Illustrator, or Photoshop.

CONTRACTS

All advertisers must have signed contracts to receive contract rates.

TCGMC reserves the right to reject questionable advertising.

All ads are property of Twin Cities Gay Men's Chorus and are non-refundable.

Please return the enclosed contract to the address at the bottom of the form.

Make space reservations at 612-339-7664 or by email at [ctaykalo@tcgmc.org](mailto:ctaykalo@tcgmc.org).

TERMS

Payment is due upon receipt of the invoice.

Invoices are mailed with a copy of the concert program shortly after each concert.

Make checks payable to Twin Cities Gay Men's Chorus.

Reach a **GREAT AUDIENCE** with the **SAME GREAT RATES!**

**AD SIZES AND CONTRACT RATES**

		1x	2x	3x
	<b>Center Spread</b> 11 x 8.5 (11.25 x 8.75 w/bleed)	\$1,150	\$1,100	\$1,050
	<b>Back Cover</b> 5.5 x 8.5 Color (5.75 x 8.75 w/bleed)	\$1,000	\$950	\$900
	<b>Inside Covers</b> 5.5 x 8.5 Color (5.75 x 8.75 w/bleed)	\$750	\$725	\$700
	<b>Page 3</b> 5.5 x 8.5 Color (5.75 x 8.75 w/bleed)	\$650	\$630	\$605
	<b>Full Page</b> 5.5 x 8.5 (5.75 x 8.75 w/bleed) Color + \$200	\$350	\$330	\$315
	<b>1/2 Page</b> 5.5 x 4.25 Color + \$200	\$240	\$225	\$215
	<b>1/4 Page</b> 2.75 x 4.25 Color + \$200	\$170	\$160	\$150
	<b>1/8 Page</b> 2.75 x 2.125 Black and white only Color + \$100 if space permits	\$120	\$110	\$105

All rates are net. Agencies add 15%. Circulation: 7,000

