



p.o. box 87011 • r.p.o bank somerset • ottawa, ontario • k2p 2p1

[www.tonecluster.ca](http://www.tonecluster.ca)

## Advertise in Tone Cluster's 2017-18 Season Concert Programmes

Advertising with Tone Cluster this season couldn't be easier. This is a great way to support a vibrant community choir while building recognition of your business or service among our faithful concert goers. Whether for one concert or four, full colour or shades of grey, rates are reasonable, the audience diverse, and the programs interesting and entertaining.

On the following pages you will find the specifications and ad rates. Securing ad space in all four concert programs will give you the greatest reach and visibility, while also helping Tone Cluster the most. Show Tune Showdown is usually a sold out performance with up to 800 people - a great way to expand your customer base.

This year Tone Cluster has planned a fantastic lineup of entertaining concerts with lots of variety and excellent music:

- Saturday, December 2, 2017 at 7:30 pm: **"Upon A(nother) Midnight Queer"** – Partnering with local musicians and artists, Tone Cluster performs a concert of music from international winter festivals, composed or arranged by Canadian and international artists, in support of diversity and human rights.
- Saturday, March 24, 2018 at 7:30 pm: **"Radio Cluster"** – tune into Tone Cluster's radio channel for a selection of pop and eclectic pieces, also showcased at the quadrennial Canadian LGBTQ Choral Festival Unison in Calgary over the Victoria Day weekend 2018.
- **Saturday, April 7th, 2018 at 8:00 pm at Centrepointe Theatre, Ben Franklin Place – 101 Centrepointe Drive, Ottawa: [Show Tune Showdown](#) 2018**  
The 11th edition of the musical theatre performance competition that is now one of the city's favourite entertainment events and has grown to be Ottawa's largest local LGBTQ \*arts production. Don't miss this unique Broadway-themed night of musical theatre at our new venue while increasing your advertising base by placing an ad in the programme. Subscription ticket holders, donors, and advertisers with TC will get advance access to ticket sales.
- Saturday, June 2, 2018 at 7:30 pm: **"Queer as Folk (Music II)"** – Canadian composers and singers/songwriters are celebrated in this concert, which will likely feature two renowned Ottawa artists and local musicians.

Please feel free to contact me if you have any questions about the choir, our season, or the opportunities to advertise with us. We greatly appreciate your support and we look forward to hearing from you soon.

Thank you,

*Gianluca Ragazzini*

Concert Coordinator for Tone Cluster—quite a queer choir

[tonecluster.advertising@gmail.com](mailto:tonecluster.advertising@gmail.com)

613-523-6132

Charitable registration number: 883453102RR0001

## Tone Cluster Advertising Rates: 2017-2018 Season

Size and Orientation	A la carte		Package Deals	
	Individual Concerts (each)	Show Tune Showdown	Regular 3 Concert Season	Season Plus Show Tune Showdown
Business Card (B&W)	\$65	\$80	\$150	\$225
Half Page (B&W)	\$100	\$110	\$225	\$300
Full Page (B&W)	\$150	\$165	\$350	\$425
Front or Back Inside Cover (colour)	\$165	\$175	\$375	\$450
Back Outside Cover (colour)	\$205	\$225	\$500	\$600
Full Page Inserts	\$165	\$180	n/a	n/a

### Colour and Format

- All ads placed within the programme are printed in black and white.
- Front and back cover ads can be printed in colour.
- Please submit your finished artwork as a high quality PDF or JPEG file only (300dpi or better). The choir will not perform any additional design work.

### Billing Specifics

- Advertisements for single concerts are billable on a per event basis.
- Package deals (3 concerts) are billable up-front for the full season.

### Advertising Due Dates

	Upon Another Midnight Queer	Radio Cluster	Show Tune Showdown	Queer as Folk (Music II)
Reserve ad space	Nov 12, 2017	Mar 4, 2018	Mar 18, 2018	May 13, 2018
Provide artwork	Nov 19, 2017	Mar 11, 2018	Mar 25, 2018	May 20, 2018
Concert date	Dec 2, 2017	Mar 24, 2018	April 7, 2018	June 2, 2018

## Flexibility within Package Deals

- Change in content for Package Deals is allowed as long as the content is submitted by the event due date (see above).
- Upgrading to a larger ad is permitted, with a pro-rated increase in the advertising fee.
- Downgrading the ad to a smaller size is permitted, but no refunds will be issued.

## TC Advertising Size Specifications

Size and Orientation	Width (in.)	Height (in.)
Business Card (Horizontal only)	3.5	2
Half Page (Horizontal only)	5	4
Full Page	5	8
Full Page Insert	5	8
Front/Back Inside Cover	5	8
Back Outside Cover	5	8

Note: These measurements are maximums. Typically, ads are a bit smaller: for example, a typical Half Page Horizontal ad is most often 4.5" W x 3.5" H.

## TC Advertising Insert Specifications

If your business or organization would like to place an insert for advertising with Tone Cluster, the following guidelines apply:

- Insert sizes must be no larger than 5" wide by 8" high to ensure they fit into the printed programme
- The advertiser is responsible for all costs associated with producing the insert
- Only one insert will normally be allowed per programme, so please reserve your space early to guarantee availability