



P.O. Box 87011 • R.P.O. Bank Somerset • Ottawa, Ontario • K2P 2P1  
www.tonecluster.ca

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## Advertise in Tone Cluster's 2023–24 and Show Tune Showdown™ Programs – Our 30<sup>th</sup> Season!!

Tone Cluster is a vibrant musical ensemble that contributes both musically to the Ottawa arts scene and socially as part of Ottawa's 2SLGBTQIA+ community. Tone Cluster's concerts attract a wide audience that enjoys the group's eclectic repertoire: everything from madrigals to vocal jazz arrangements. The choir takes pride in showcasing talented performers from Ottawa-Gatineau at its concerts and in commissioning new works by Canadian composers.

Advertising with Tone Cluster 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 Show Tune Showdown™ and our three concerts or just one of these events, full colour or shades of grey, rates are reasonable, the audience diverse, and the programs interesting and entertaining.

On the following page you will find the specifications and ad rates. Securing ad space in all four programs will give you the greatest reach and visibility, while also helping Tone Cluster the most. We hope you will agree to book your ads for these exciting shows:

- **Saturday, December 16, 2023 at 7:30 pm:** *"A Holiday Extravaganza"* at The Gladstone, 910 Gladstone Avenue, Ottawa.
- **Saturday, March 23, 2023 at 2:00 pm:** *"Letters to Myself"* at Centretown United, 507 Bank Street, Ottawa.
- **Saturday, April 27, 2023:** [Show Tune Showdown™](#) at Meridian Theatres @ Centrepointe, Ben Franklin Place, 101 Centrepointe Drive, Ottawa. This will be the 17<sup>th</sup> edition of the musical theatre performance competition which is one of the city's favourite entertainment events and has grown to be Ottawa's largest local 2SLGBTQIA+ arts production.
- **Saturday, June 22, 2023 at 7:30 pm:** *"Water is Life"* at First Unitarian Church in Westboro, 30 Cleary Avenue, Ottawa.

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

Thank you.

Heather Daley  
Sponsorship & Advertising Coordinator  
Tone Cluster—quite a queer choir  
[ravenharmonies@gmail.com](mailto:ravenharmonies@gmail.com)  
Charitable registration number: 883453102RR0001

## Tone Cluster Advertising Rates

Advertising space is available for purchase on an “à la carte” (per show) basis or as a package deal.

### À La Carte Rates

Size and Orientation	Individual concert	Show Tune Showdown Only
Business Card (B&W)	\$70	\$85
Half Page (B&W)	\$110	\$120
Full Page (B&W)	\$165	\$180
Front or Back Inside Cover (colour)	\$185	\$200
Back Outside Cover (colour)	\$225	\$250

### Package Rates

Size and Orientation	Regular 3 Concert Season	Season Plus Show Tune Showdown
Business Card (B&W)	\$150	\$200
Half Page (B&W)	\$240	\$300
Full Page (B&W)	\$350	\$425
Front or Back Inside Cover (colour)	\$390	\$475
Back Outside Cover (colour)	\$475	\$575

### Colour and Format

- All ads placed within the program 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 are billable up-front for the full season.

### Advertising Due Dates

	Holiday Extravaganza	Letter to Myself	Show Tune Showdown	Water is Life
Reserve ad space	November 28, 2023	March 6, 2024	April 10, 2024	June 5, 2024
Provide artwork	December 6, 2023	March 13, 2024	April 27, 2024	June 12, 2024
Concert date	December 16, 2023	March 23, 2024	April 22, 2024	June 22, 2024

## Flexibility within Package Deals

- You may change content for Package Deals as long as the content is submitted by the event due date (see above).
- You may upgrade to a larger ad with a pro-rated increase in the advertising fee.
- You may downgrade the ad to a smaller size, but no refunds will be issued.

## 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"
Front or 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.