



**Thank you for supporting Long Beach's ONLY
gay-affirmative chorus, the South Coast Chorale!**

Because we produce a wide variety of live entertainment events each year, from our hilarious (and irreverent!) musical theater parody shows and our popular dinner cabaret to traditional choral concerts, advertising in SCC's show programs are a great way to reach diverse members of Long Beach's thriving LGBT community, their supporters, and the Long Beach community at large.

Through this unique advertising vehicle, our advertisers can reach a valuable target audience while creating a marketing image that is both positive and constructive. Advertising in our program tells our patrons that your company is a quality organization that supports the Arts and respects the diversity of our community.

Some quick demographics of our audience:

- Sex: 30% male, 70% female
- Sexuality: 69% gay/lesbian, 31% straight
- Age: Median age lower 50s
- Income: 76% earn an average income of \$85,000 or higher.
- Education: 72% hold a Bachelor's Degree or higher.

We offer a variety of ad sizes and rates to fit most needs, as detailed in our Ad Reservation Form.

Plus, with your season ad, we'll add your restaurant, bar or club ad to our all-new "Before & After the Show" page to let our out-of-the-area patrons know how to make their evening complete! For more information on advertising with SCC, please feel free to contact us at (562) 439-6919 or by e-mail at [**SCC@SCCSingers.com**](mailto:SCC@SCCSingers.com).



2011 - 2012
PROGRAM AD GUIDELINES

Guidelines

1. Ad availability is on a first-come, first-served basis.
2. Both the ad reservation form and payment must be received in order to reserve ad space.
3. With the exception of the cover ads, we are unable to guarantee where an ad will be placed in the program.
4. Deadline for ad placement is approximately one and a half weeks before the performance. Please review the table below for the ad deadline for each show. Ads may be accepted after deadline, time and space permitting. There will be an additional \$25.00 late fee for all ads accepted for submission after the deadline.

Deadlines

SHOW	SHOW DATE	AD DEADLINE
Queeny Todd 2: A Rocky Horror Creature...	October 15-16, 2011	Wed., October 5, 2011
The Whisper of Angels	Sunday, December 18, 2011	Mon., December 5, 2011
Opposites Attract - Cabaret & Silent Auction	Saturday, March 10, 2012	Mon., February 27, 2012
The Sounds of Music	June 9-10, 2012	Fri., May 25, 2012

Exact Ad Dimensions (Allow 1/8" safe zone on all sides)

AD SIZE	INCHES (W x H)	COST
Full Page Cover Ad	5.5" x 8.5" (5.75" (w) x 8.75" (h) with bleed)	\$150-\$200 (By location)
Full Page Interior Ad	5.0" x 8.0"	\$125
1/2 Page	5.25" x 4.00"	\$100
1/4 Page	2.5" x 4.125"	\$75
Business Card	3.5" x 2"	\$50

Electronic Files

We accept artwork in Adobe Illustrator or Photoshop CS format. Files created with word processors or presentation programs (such as PowerPoint) are not accepted.

Please Note: If your artwork is created by a third party vendor, we are happy to work with them directly to get the necessary materials.

Fonts & Links

All fonts must be converted to paths. We cannot be responsible for output integrity when TrueType fonts are used. All linked files must be supplied or embedded in the document.

Media & E-mail:

CD, DVD and e-mail submissions are acceptable, but a hard-copy proof must also be provided. Please call for e-mail address.

Process Color & Output Settings:

All process color files must be in CMYK. All artwork should be no less than 300 dpi.

Questions? Please call (562) 439-6919 for additional information or specific needs.



2011 - 2012
PROGRAM AD RESERVATION

Contact Name _____ Company _____

Billing Address _____

City _____ State _____ Zip _____

E-Mail _____ Phone Number _____

Ad Size, Run & Rate (check only one)	1X	Rate		4X	Season Rate	You Save
Outside Back Cover (Full Page)	<input type="checkbox"/>	\$ 200.00	OR	<input type="checkbox"/>	\$ 600.00	\$ 200.00
Inside Front Cover (Full Page)	<input type="checkbox"/>	\$ 175.00		<input type="checkbox"/>	\$ 525.00	\$ 175.00
Inside Back Cover (Full Page)	<input type="checkbox"/>	\$ 150.00		<input type="checkbox"/>	\$ 450.00	\$ 150.00
Full Page	<input type="checkbox"/>	\$ 125.00		<input type="checkbox"/>	\$ 375.00	\$ 125.00
Half Page	<input type="checkbox"/>	\$ 100.00		<input type="checkbox"/>	\$ 300.00	\$ 100.00
Quarter Page	<input type="checkbox"/>	\$ 75.00		<input type="checkbox"/>	\$ 225.00	\$ 75.00
Business Card	<input type="checkbox"/>	\$ 50.00		<input type="checkbox"/>	\$ 150.00	\$ 50.00

PAYMENT

- CHECK/MONEY ORDER MADE PAYABLE TO SCC
- VISA MASTERCARD AMERICAN EXPRESS

CREDIT CARD NUMBER _____ EXP DATE _____ CCV CODE _____

I UNDERSTAND THAT PAYMENT IS REQUIRED BEFORE AD SPACE CAN BE RESERVED.

AUTHORIZED SIGNATURED (REQUIRED) _____ DATE _____

SUBMIT THIS FORM ALONG WITH PAYMENT	
FAX	MAIL
(562) 439-6919	SCC PO Box 92524 LONG BEACH, CA 90809-2524