

2022-23 Media Kit



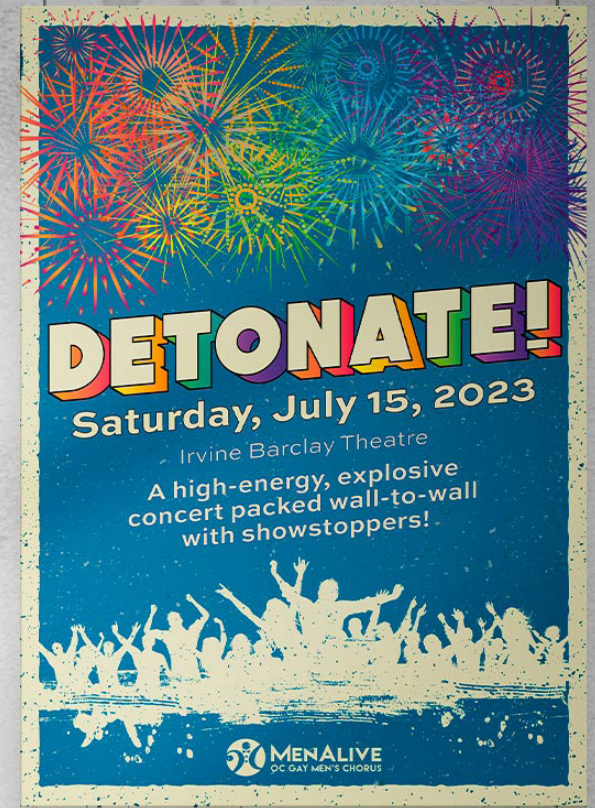
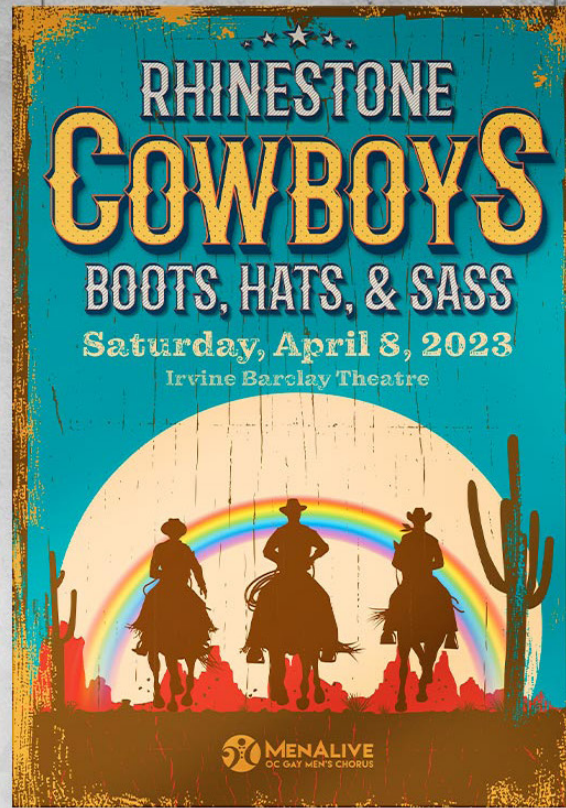
Welcome

to MenAlive - Orange County Gay Men's Chorus

Join us as we head into our 22nd season with three exciting shows. Since 2001, MenAlive - Orange County Gay Men's Chorus (OCGMC) has thrilled thousands of fans in our community and around the world. From our own productions to being invited to open sold-out shows at the Hollywood Bowl, the Walt Disney Concert Hall, Orange County Fair, and the Center for Dance and Innovation at Segerstrom Center for the Arts, OCGMC is an ever-growing chorus serving the LGBTQ+ community of Orange County and the surrounding areas.

We'd love to connect you to our patrons through a multitude of advertising opportunities. With over 20 years of innovative and high-quality shows, OCGMC has gained a national reputation as a first-class arts organization that delivers exceptional musical entertainment.





2022-23 Season

Our 22nd season includes three amazing shows that will bring audiences to their feet and will be viewed up to 1,500 patrons at each show. Our first show, ***Merry and Bright: Tinseltown*** is on Saturday, December 3, 2022 at the La Mirada Centre for the Performing Arts. The second show, ***Rhinestone Cowboys: Boots, Hats, and Sass*** is on Saturday, April 3, and our third show, ***Detonate!***, is on Saturday, July 15. Our spring and summer shows will be held at the Barclay Theatre in Irvine.

OCGMC Patrons

LGBTQ+ audiences are passionate about the arts and appreciative of businesses and brands that support diversity in the arts. Advertising with OCGMC puts your message before a select and targeted demographic of individuals that support the arts and are involved in their community through various efforts. Over half of our patrons are LGBTQ+ and nearly 90% reside in Orange County.

Did you know that research shows that 81% of individuals are likely to switch to a brand or retailer associated with a good cause? Your support of OCGMC by advertising in our first-class programs, ensures the Chorus can continue to deliver high-quality and original performances, and fulfill our mission of uniting men's voices in music to entertain, educate, bring healing, joy, community, and build bridges to the public at large.

* Research conducted by Cone, Inc.

2022-23 Advertising Rates + Details

All ads are full color, include advertiser information included in 3,800+ e-mail blasts prior to the concert, and included in 1,200+ programs at each concert.

Premium Placement

Back Cover	\$400 (one concert)	\$900 (entire season)
Inside Covers	\$300 (one concert)	\$700 (entire season)

All cover advertisement are full page. Inside covers include front and back.

Entire season placement includes 20% discount. Dimensions listed below.

Regular Placement

Full Page	\$250 (one concert)	\$600 (entire season)
Half Page	\$175 (one concert)	\$425 (entire season)

Regular placement ads are available in two sizes: full page and half page.

Entire season placement includes 20% discount. Dimensions listed below.

Advertising Dimensions

Full Page: Trim Size: 5"x8" Ad Size: 5.25"x8.25" (W x H)

All full page advertisements include a full bleed. Allow .375" safety from the trim size to ensure all information is visible.

Half Page: Ad Size: 4.75" x 3.75" (W x H)

Details

Artwork, signed agreement, and payment are all due by the dates listed below. Ad placement not guaranteed for regular placement ads.

Merry and Bright space closes: Wednesday, November 2, 2022

Rhinestone Cowboys space closes: Wednesday, March 1, 2023

Detonate! space closes: Wednesday, June 7, 2023

Acceptable formats: hi-res PDF (preferred), AI/EPS (typefaces converted to outlines and images linked), hi-res JPG/TIF. Minimum resolution: 300 dpi.

Design Services: Graphic design services available. Contact us for details.

Questions? Reach out to Michael Beener, Brand Manager at michael.b@ocgmc.org.

Terms and Conditions

Full payment is required upon receiving the insertion order that includes all placement details and are subject to the rates included within the MenAlive - Orange County Gay Men's Chorus (herein referred to as OCGMC) 2022-2023 Media Kit.

Advertiser represents that any photograph, art work, text or other copyrightable material it provides to OCGMC is either owned by Advertiser or Advertiser owns exclusive rights of copyright and/or Advertiser has obtained, in writing, the legal right or license to use any copyrightable work, which authorizes the duplication of such materials. Advertiser agrees to indemnify and hold OCGMC harmless for any damages, expenses, including attorney fees and court cost which directly or indirectly may arise from any claim against OCGMC for use of material supplied by Advertiser.

Advertiser assumes liability for all content of its content. OCGMC reserves the right to reject any submission for any reason.

Advertiser agrees to hold OCGMC harmless for failure, due to any cause, of the submission to appear as scheduled or as submitted. In that event, OCGMC may refund the fee for placing the ad, or run the ad in the next concert program, at OCGMC's sole discretion. In no event shall OCGMC be responsible for consequential damages or for any amount over what was paid for the ad placement.

Advertiser is responsible for any additional charges for layout or copy changes requested by the Advertiser after the ad has been submitted.

Modifications to this contract are not binding upon OCGMC unless OCGMC has specifically authorized such modification, in writing, and all parties have signed the modification. This contract shall be governed and construed, in accordance with the laws of the State of California in all respects. Advertiser hereby consents to the jurisdiction and venue, under the laws for the State of California, of the County of Orange, California.

This contract contains the entire Agreement, between the parties. No other agreements, representations or understandings, shall be binding upon any of the parties, unless spelled out, in writing, and signed by OCGMC and Advertiser. Program advertising for businesses may be tax deductible; consult your tax advisor.

Rates are subject to change without notice before this contract has been signed, payment made and final artwork of the advertisement has been received and approved by OCGMC.

OCGMC/October 2022

Include OCGMC in your advertising plan today!

**Reach out to our Marketing Team
to get started today.**

**Michael Beener - Brand Manager
michael.b@ocgmc.org**

**Patrick Reynolds - Director of Marketing
patrick@ocgmc.org**

866-636-2548

