



PODIUM

CHORAL CONFERENCE & FESTIVAL
CONGRÈS ET FESTIVAL CHORAL

Advertising Opportunities

The PODIUM Conference & Festival is Canada’s premier choral event, bringing together choral/group singing leaders – conductors, music educators, composers, singers, students, and administrators – from across the country. The choral arts community and enthusiasts will gather in Toronto, Ontario from May 19 – 23, 2022, for 8 concerts, community engagement opportunities and a compelling series of plenary and interest sessions. The 2022 edition will be the first-ever hybrid Podium event, offering an exciting virtual experience.

Advertising in the PODIUM Conference Program, Website and/or Conference App provides direct access to hundreds of individuals who work, learn, and participate in the Canadian choral arts sector and community. To access a broader audience that includes choristers from across the country as well as local choral enthusiasts, advertising opportunities are available in the PODIUM Festival Program and on the Festival Box Office Website.

Placement & Specifications	Rates (all rates will be subject to 13% HST)		
	Exhibitor Rate	Non-Exhibitor Rate	Ontario Tourism Business Rate**
PRINT & DIGITAL PROGRAM ADVERTISING			
Outside back cover (colour, 8.5x11, full bleed)*	\$600	\$900	\$600
Inside front or back cover (colour, 8.5x11, full bleed)*	\$500	\$750	\$500
Full page (black & white (7.5x10)	\$400	\$600	\$400
Half page vertical (black & white (3.625x10)	\$300	\$450	\$300
Half page horizontal (black & white (7.5x4.875)	\$300	\$450	\$300
Quarter page vertical (black & white (3.635x4.875)	\$200	\$300	\$200
WEB ADVERTISING			
Full Banner Ad (full colour, with link, 820 px wide x 150 px tall)***	\$250/month		
½ Banner Ad (full colour, with link, 400 px wide x 150 px tall)***	\$150/month		
CONFERENCE APP ADVERTISING			
Banner Ad (full colour, with link, 950 px wide x 380 px tall)	\$300	\$450	\$300

Advertisers who purchase an ad of the same dimension in the Conference *and* Festival programs will receive a 20% discount.

*available only if not reserved as part of a Sponsorship Package

**Community businesses can access this rate by offering an incentive to delegates. Incentives could include a PODIUM delegate discount, or other promotion.

***Limited number of ads available.

Deadlines & Sending Artwork

- Conference and Festival programs will have a smaller print run than in the past but will also be available in digital format for both delegates (Conference program) and the public Festival audience (Festival program).

The Deadline to purchase advertising space and submit artwork is April 15, 2022.

- Ads should be forwarded by email to podium@choralcanada.org. You will receive confirmation of receipt within 1 week of submission. If you don’t hear from us, please follow up as your ad may not have been received.
- We can work in various file formats but prefer to receive PDFs built to the specifications above. For print files, save as high resolution minimum 300 dpi. Digital ads should be at screen resolution and provided as both a .jpg and a .png
- Please ensure your fonts and hyperlinks are embedded in the PDF files.
- If you have a pre-existing ad you would like to use but doesn’t match the exact specifications above, please contact us at podium@choralcanada.org – we may be able to find a solution.

For more information or to purchase advertising space, please visit our website at podium2022.ca or contact podium@choralcanada.org. Thank you in advance for your support.