



June 24, 2014

Season Program Book Advertising Sale
Contracts and Ad copy are due by Friday, October 10th, 2014.

Dear ICC Singers and Parents:

The ICC offers an opportunity to sell advertising in its annual program book! This is the #1 *fundraising opportunity* for singers to earn money for their individual touring accounts. For each ad sold, 50% of the sales benefit a singer's touring account, while the remaining 50% pays for the program printing and production costs. For example, a singer who sells a \$100 name listing will earn \$50 for his or her account. *Singers who sell \$750 or more will receive 60% for all ads sold*; therefore, selling a \$1000 full-page ad will put \$600 into that singer's touring account.

The attached 2014-2015 Advertising Rate Information sheets and contract are for you to use in soliciting advertisements for next year's program book. Information sheets and contracts will also be available in the ICC office for you to pick up as you need them. You may photocopy the contract, but please remember to copy both sides for the company. Copies of previous years' program books may also be obtained in the ICC office and used as a visual for prospective buyers. Each advertiser and singer/seller must complete and sign the included contract. All contracts and ad copy are due in the ICC office no later than Friday October 10th 2014 in order for singers to receive the tour credit.

Singers in all choirs are eligible to participate. While tours are generally taken at the early advanced, advanced, and high school levels, it is never too early to begin accumulating tour fund money for future opportunities. As with all of our fundraisers, this is not a mandatory activity, but it is a great way to add to your tour account.

Suggestions for potential advertisers include parents' employers, retail shops (especially if you are a frequent shopper), the family doctor, dentist, veterinarian, etc. *You may not contact any of the advertisers on the attached list.* These ads are reserved by last year's sellers, were contacted last spring, or are already making a sizable donation to the Indianapolis Children's Choir. Donations are also welcome if an organization would not like to advertise. In this case, tour fund credit can only be given if the donation is a direct result of your ad solicitation efforts. We suggest the contributor fill out the ad contract and write a short note to this effect.

Thank you for your interest and cooperation!

Sincerely,

The Indianapolis Children's Choir
(317) 940-9640

2014 – 2015 SEASON PROGRAM ADVERTISING INFORMATION

SIZE AND RATE

Full Page	4.5" X 7.5"	\$1,000
½ page	Vertical: 2 1/8" X 7.5" Horizontal: 4.5" X 3.5"	\$ 550
¼ page	Vertical: 2 1/8" X 3.5" Horizontal: 4.5" X 1.75	\$ 250
Special Page Listing Advertiser's Name Only		\$ 100

MECHANICAL REQUIREMENTS:

The above rates are quoted based on camera-ready artwork or appropriate electronic file formats. Camera-ready art includes clean hi-resolution laser prints or PMT's and electronic files (see below* for acceptable electronic file formats). **All ads in the program are black and white.** Artwork should be black or dark color ink for reproduction. **Colored illustrations, business cards, letterheads, telephone directory art and newspaper clippings lack adequate reproduction quality.**

Specific information on submitting electronic artwork may be obtained from our graphic designer, Teri Capron at teri@lfreshdesign.com . Please copy Delanie Marks at dmarks@icchoir.org

*Acceptable Electronic File Formats:

- Illustrator CS5.5 or lower eps files (type converted to curves/paths)
- Photoshop CS5.5 or lower eps, tif or jpg images (133-150 lpi; 300 dpi or better)
- Quark Express 9 or lower (please collect and provide all art and fonts)
- PDF files (please embed all fonts/graphics when creating pdf file)

The Indianapolis Children's Choir has the right to refuse any ad which it deems unsuitable for publication. If an ad is submitted that is not camera ready, the ICC will advise the advertiser, prior to publication, of any surcharge to prepare the artwork for publication. (This may include typesetting, resizing, scanning, etc.)

Your program advertisement:

- Helps ICC singers raise funds for concert tours.
- Is seen by more than 10,000 individuals at performances throughout the year.
- Shows your support for the dedicated young singers of the ICC.
- Encourages a quality arts education experience to last a lifetime.

Don't forget to complete and return the contract on the reverse side of this information sheet.

Camera-ready artwork is due by **October 10, 2014** and cannot be changed during the season (September 2014 – June 2015). **Advertiser agrees to remit payment within thirty (30) days of the execution of this contract.** Invoicing is available upon request.

While retaining a copy for your records, **please deliver completed contract and artwork** to:

Indianapolis Children's Choir
4600 Sunset Avenue
Indianapolis, IN 46208
Fax: 940-6129

Electronic Artwork may be sent directly to:
Teri Capron at Fresh Design
teri@1freshdesign.com
(Please also copy dmarks@icchoir.org)

Please complete ALL of the information below:

Company: _____

Address: _____

Contact Person: _____

Title: _____

Email Address: _____ Phone: _____

Ad Size: _____ Rate: _____ Invoice? Yes _____ No _____

If a renewal – Please use last year's artwork _____ **OR** New Ad being sent _____

\$100 Special Page Listing of Advertiser's Name only should read as follows:

(How name will be listed in the program)

Advertiser's Signature and Date:

_____ Date: _____

To be completed by ICC Singer:

Sold by (Singer): _____ Choir: _____

Singer's Phone Number: _____

*The Indianapolis Children's Choir is grateful for your support of an individual ICC singer. Please note that, by law, contributions set aside for use by a specific person are not tax deductible.

FOR OFFICE USE ONLY:

Artwork received: In office date: _____ Direct to Fresh Design date: _____

Use last year's artwork _____ New Artwork _____

Surcharges: Typesetting _____ Resizing _____ Other _____

Design/layout _____ PMT's _____ Total _____

Amount/Date Paid: _____ / _____ Invoice date: 1st _____ 2nd _____ 3rd _____