



April 2017

Season Program Book Advertising Sale
Contracts and Ad copy are due by Friday, October 13th, 2017

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 2017-2018 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 also copy the page with mechanical requirements (p.3) for the company. Copies of previous years' program books may be 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 13th 2017 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

Please adhere to the following list for the 2017-2018 Season Program

2017-2018 Do Not Contact List	
Organization	Organization
Aqua Systems	Reis-Nichols Jewelers
Avon Dental Centre	Riley Hospital for Children
Avon Orthodontics – Gregory A. Johnson, DDS	Shank Dentistry – Kyle W. Shank, DDS
Barnes & Thornburg	State Farm – Rick Smith Ins Agency
Bluebeard/Amelia's	St. Vincent Children's Hospital
Christel DeHaan Family Foundation	Shepherd Insurance Services, Inc.
Colliver Insurance	Some Guys Pizza
Community Health	Somerset CPAs and Advisors
Custom Cleaners on 86 th Street	Sycamore School
Daniel F. O'Riley Funeral Home	Taft Law
Ed Martin Acura	Univ. of Indianapolis Dept. of Music
Elements Financial	Whitson Vision
Eskenazi Health	Williams Comfort Air
F.A. Wilhelm Construction	Whitson Vision
Fresh Design	Williams Comfort Air
Fulford & Fulford	
Goodin Meyer, P.C.	
Goodman's Shoes	
The Great Frame-up	
Grueninger Tours/Ambassadair	
hh Gregg	
Harpa Hungarica	
Herkert Family Eye Care	
Highlands Latin School	
Hollyhock Hill	
Howe Leadership	
Hume Smith Geddes Green & Simmons, LLP	
IROC Physical Therapy	
IU Health	
Indiana Traffic Services	
Indianapolis Power & Light	
JP Morgan Chase	
Jockish Flowers	
Kincaid's Meat Market	
Lewis & Wilkins, LLP	
MacAllister Machinery	
Metric IT	
Moeller Printing	
Moyer Fine Jewelers	
The National Bank of Indianapolis	
Noah's Animal Hospitals	
Norris Choplin Schroeder LLP	
Ocean World Restaurant	
On the Rail Farms	
PNC Bank	
Penn Station East Coast Subs	
Peyton Manning Children's Hospital	
Pool City, Inc.	
Ray Skillman Ford	

2017 – 2018 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@freshdesigninc.com . Please copy Dianne Beardsley at dbeardsl@butler.edu .

*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.

Camera-ready artwork is due by **October 13, 2017** and cannot be changed during the season (September 2017 – June 2018). **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:**

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

Electronic Artwork should be sent to:
dbeardsl@butler.edu

Please also copy teri@freshdesigninc.com
(Teri Capron, Fresh Design, Graphic Artist)

Please complete ALL of the information below:

Company: _____

Street Address _____ City _____

Contact Person (Please Print) _____

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 _____