



August 2023

### Season Program Book Advertising Sale

**Contracts and electronic artwork are due by Monday, October 2, 2023 for full season ads**

Dear ICC Singers and Parents:

**The ICC offers an opportunity to sell advertising for our annual program book!** This is the #1 fundraising opportunity for singers to earn money for their individual tour accounts. For each ad sold, **50%** of the sales benefit a singer's tour account. For example, a singer who sells a \$100 name listing will earn \$50 for their account. ***Singers who sell \$750 or more will receive 60% for all ads sold;*** therefore, selling a \$1,500 full-page ad will put \$900 into that singer's touring account.

***NEW!*** This season, the ICC is moving to an all-digital program book. This easily accessible, full color, and clickable program is an ideal way for advertisers to reach a captive audience at ICC concerts! The digital program will be available at each of the ICC's Season Concerts, meaning that advertisers can now select specific concerts to advertise in OR place an ad for the entire season.

**The attached 2023-2024 Advertising Rate Information sheets and contract are for you to use in soliciting advertisements for the digital 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 the artwork requirements for the company. **Each advertiser and singer/seller must complete and sign the included contract. All contracts and digital ads are due in the ICC office no later than the dates stated in the packet in order to appear in the program and receive tour credit.**

**Singers in all choirs are eligible to participate.** While tours are generally taken at the intermediate, advanced, and high school levels, it is never too early to begin accumulating tour fund money for future opportunities. As with all 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 organizations 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!  
Sincerely,

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

## 2023-2024 Do Not Contact List

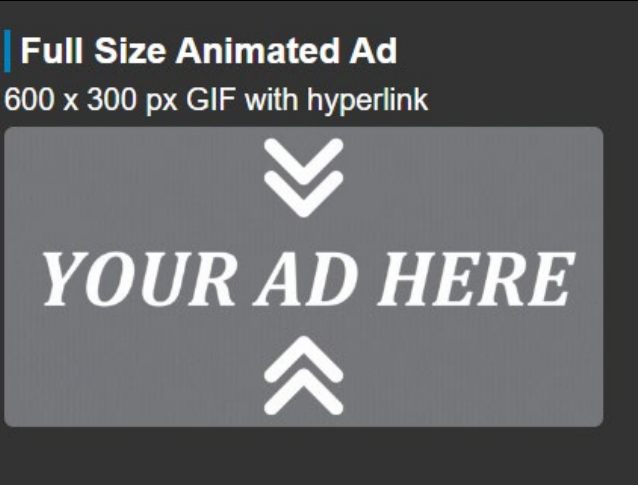
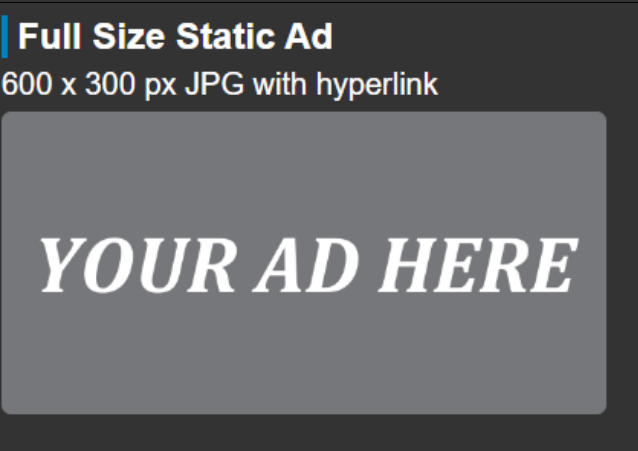
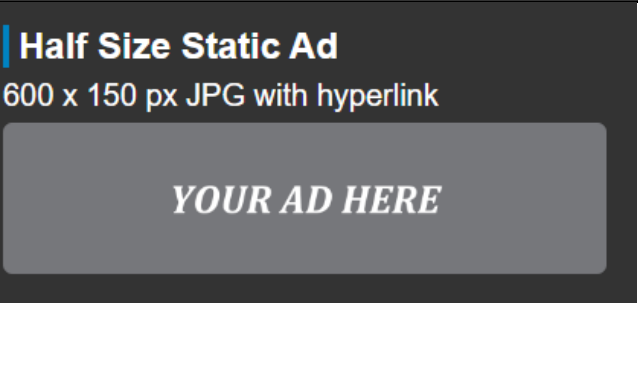
Organization	Organization
AES Indiana (Indianapolis Power & Light)	CICF
Allen Whitehill Clowes Charitable Foundation	Lilly
Arthur Jordan Foundation	Madison County Community Foundation
Arts Council of Indianapolis	Bailey & Wood
Barnes & Thornburg LLP	National Bank of Indianapolis
FORVIS (BKD)	MetaCRE
Christel DeHaan Family Foundation	
Delta Faucet	
Dr. Tavel Family Eye Care	
Eskenazi Health	
Grueninger Travel Group/Ambassadors	
Hendricks Regional Health	
Heritage/Heritage Environmental Services	
Hodges Marketing	
Indiana Arts Commission	
Justus Companies	
Lewis Wagner Attorneys	
Lilly Endowment, Inc.	
LincLogix	
MacAllister Machinery	
Moeller Printing	
OneAmerica	
Pacers Sports & Entertainment	
Performance Tire Service Company	
PNC Bank	
Sharp Business Systems	
Sponsel CPA Group LLC	
Star Financial Bank	
Von Lehman CPA & Advisory Firm	
Woodley Farra Manion Portfolio Management	
National Bank of Indianapolis	
Midas	
Steele Dynamics	
We Are Recruiters	
American Family Insurance	
Ascension St. Vincent	
Ivy Tech	
Penn Station	
The Phillips Company	
Schott Design	
Telamon	
Gregory & Appel	
Community Hospital	
Cummins	
Accent on Business	
Metric IT	

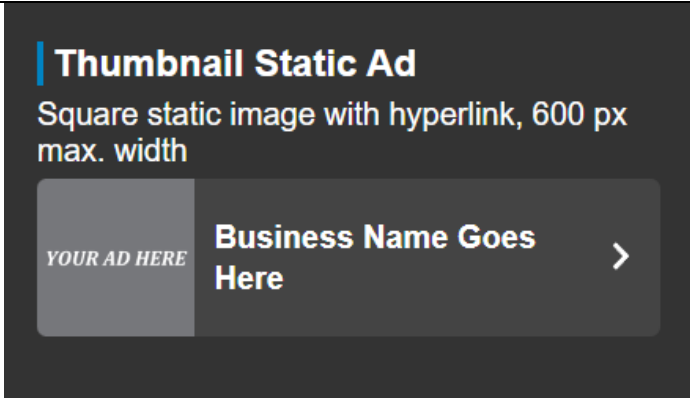

## 2023 – 2024 SEASON PROGRAM ADVERTISING INFORMATION

**NEW!** This season, the ICC is moving to an all-digital program book. This easily accessible, full color, and clickable program is an ideal way for your organization to reach a captive audience while directly supporting young singers in central Indiana. The digital program will be available at each of the ICC's Season Concerts, which have an approximate annual attendance of 10,000. A QR code to the program book will be distributed prior to each performance, and a link to the program book will remain available on the ICC website and will be archived for viewing after each Concert Season.

### SIZES AND RATES:

To see examples of these ads in action, [visit our example digital program here](#).

<p><b>Full Size Animated Ad</b></p> <p><b>Size/Format:</b> 600x300 px, animated GIF that links to your website</p> <p><b>Price:</b></p> <ul style="list-style-type: none"> <li>• \$1,500 for the entire season, distributed at 8 concerts – <i>a savings of \$100!</i></li> <li>• \$200 per concert if purchased separately</li> </ul>	 <p><b>Full Size Animated Ad</b> 600 x 300 px GIF with hyperlink</p>
<p><b>Full Size Static Ad – Best value!</b></p> <p><b>Size/Format:</b> 600x300 px, static image that links to your website</p> <p><b>Price:</b></p> <ul style="list-style-type: none"> <li>• \$1,000 for the entire season, distributed at 8 concerts – <i>a savings of \$200!</i></li> <li>• \$150 per concert if purchased separately</li> </ul>	 <p><b>Full Size Static Ad</b> 600 x 300 px JPG with hyperlink</p>
<p><b>Half Size Static Ad</b></p> <p><b>Size/Format:</b> 600x150 px, static image that links to your website</p> <p><b>Price:</b></p> <ul style="list-style-type: none"> <li>• \$750 for the entire season, distributed at 8 concerts</li> <li>• \$100 per concert if purchased separately</li> </ul>	 <p><b>Half Size Static Ad</b> 600 x 150 px JPG with hyperlink</p>

<p><b>Thumbnail Static Ad</b></p> <p><b>Size/Format:</b> maximum width of 600 px, square static image that links to your website</p> <p><b>Price:</b></p> <ul style="list-style-type: none"> <li>• \$500 for the entire season, distributed at 8 concerts – <i>a savings of \$100!</i></li> <li>• \$75 per concert if purchase separately</li> </ul>	
<p><b>Listing Ad</b></p> <p><b>Size/Format:</b> Your business name will be listed in the special advertising supporter section; no image or link is included.</p> <p><b>Price:</b></p> <ul style="list-style-type: none"> <li>• \$100 for the entire season, distributed at 8 concerts – <i>a savings of \$100!</i></li> <li>• \$25 per concert if purchased separately</li> </ul>	

## ARTWORK REQUIREMENTS:

The above rates are quoted based on artwork or appropriate electronic file formats. Acceptable electronic file formats:

- JPG, PNG, or GIF file format
- Maximum file size is 5 MB; we recommend keeping images under 1 MB.
- Recommended image resolution is 150 dpi.
- Maximum image width is 600 px.
- Preferred URL must be provided at the same time as the artwork. For listing ads, the advertiser/business name must be provided as it will appear in the program.

*The ICC has the right to refuse any ad which it deems unsuitable for the digital program book. If an ad is submitted that is not in the proper format, the ICC will advise the advertiser, prior to publication, of any surcharge to prepare the artwork for publication. (This may include resizing, minor redesigns, animation, etc.)*

## AD ARTWORK AND PAYMENT DEADLINES:

Properly formatted ad artwork is due no later than 2 weeks prior to the concert that you wish your ad to be displayed. 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 email completed contract and electronic artwork to: [pfschafe@icchoir.org](mailto:pfschafe@icchoir.org) AND [eerobinson@icchoir.org](mailto:eerobinson@icchoir.org)**

# SAMPLE ORDER FORM



## To be completed by singer:

Thank you for helping me reach my goal! My goal is to sell 5 ads because \_\_\_\_\_  
I love to sing! \_\_\_\_\_ Singer Name: Jane McExample  
Phone number: 123-4567 Email: example@icchoir.org Choir: IV Monday

## 2023 - 2024 Season Program Advertising Order Form

Company A to Z Business

Street address 123 Main Street

City Indianapolis

State IN

Zip 46250

Phone 123-4567

Contact person John McExampleson

Title Marketing Director

Email example@business.com

\*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.

### SIZES AND RATES:

#### Full Size Animated Ad

**Size/Format:** 600x300 px, animated GIF that links to your website

**Price:**

- **\$1,500 for entire season**, distributed at 8 concerts – **a savings of \$100!**
- **\$200 per concert** if purchased separately



#### Full Size Static Ad – Best Value!

**Size/Format:** 600x300 px, static image that links to your website

**Price:**

- **\$1,000 for entire season**, distributed at 8 concerts – **a savings of \$200!**
- **\$150 per concert** if purchased separately

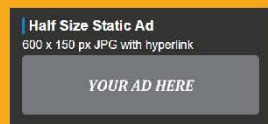


#### Half Size Static Ad

**Size/Format:** 600x150 px, static image that links to your website

**Price:**

- **\$750 for entire season**, distributed at 8 concerts – **a savings of \$200!**
- **\$100 per concert** if purchased separately



#### Thumbnail Static Ad

**Size/Format:** maximum width of 600 px, square static image that links to your website

**Price:**

- **\$500 for entire season**, distributed at 8 concerts – **a savings of \$100!**
- **\$75 per concert** if purchased separately



#### Listing Ad

**Size/Format:** Your business name will be listed in the special advertising supporter section, no image or link is included

**Price:**

- **\$100 for entire season**, distributed at 8 concerts – **a savings of \$100!**
- **\$25 per concert** if purchased separately



### CHOOSE AD SIZE:

- ☐ Full Size Animated ☐ Full Size Static ☐ Listing  
☒ Half Size Static ☐ Thumbnail Static

### CHOOSE CONCERTS:

CONCERT	CONCERT DATE	AD ART DUE
<input type="checkbox"/> ENTIRE SEASON	N/A	September 25, 2023
<input type="checkbox"/> REFLECTIONS <i>Sounds of the Pacific</i>	October 14, 2023	September 25, 2023
<input checked="" type="checkbox"/> Angels Sing: A European Holiday	December 15, 2023	November 27, 2023
<input checked="" type="checkbox"/> Celebrate the Season: A European Holiday	December 16, 2023	November 27, 2023
<input checked="" type="checkbox"/> Angels Sing: A European Holiday	December 16, 2023	November 27, 2023
<input checked="" type="checkbox"/> Sounds of the Season: A European Holiday	December 17, 2023	November 27, 2023
<input type="checkbox"/> The Crossroad of America	March 10, 2024	February 19, 2024
<input type="checkbox"/> In Harmony: Rhythm of the Lands	May 4, 2024	April 15, 2024
<input type="checkbox"/> Sacred Harmonies <i>The Soul of Misa Criolla</i>	May 19, 2024	April 19, 2024

**\*All ad payments are due 30 days from purchase.**

Invoice? Yes ☒ or No ☐

Ad Purchase Total \$400

Advertiser signature \_\_\_\_\_

Date 8/28/23

To be completed by singer:

Thank you for helping me reach my goal! My goal is to sell \_\_\_\_\_ because \_\_\_\_\_

\_\_\_\_\_. Singer Name: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_ Choir: \_\_\_\_\_

## 2023 - 2024 Season Program Advertising Order Form

Company \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Contact person \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

\*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.

### SIZES AND RATES:

#### Full Size Animated Ad

**Size/Format:** 600x300 px, animated GIF that links to your website

**Price:**

- **\$1,500 for entire season**, distributed at 8 concerts – **a savings of \$100!**
- **\$200 per concert** if purchased separately



#### Full Size Static Ad – Best Value!

**Size/Format:** 600x300 px, static image that links to your website

**Price:**

- **\$1,000 for entire season**, distributed at 8 concerts – **a savings of \$200!**
- **\$150 per concert** if purchased separately

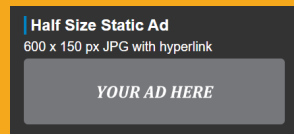


#### Half Size Static Ad

**Size/Format:** 600x150 px, static image that links to your website

**Price:**

- **\$750 for entire season**, distributed at 8 concerts – **a savings of \$200!**
- **\$100 per concert** if purchased separately

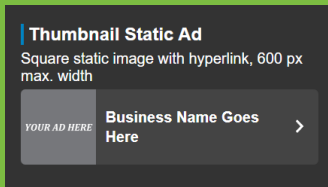


#### Thumbnail Static Ad

**Size/Format:** maximum width of 600 px, square static image that links to your website

**Price:**

- **\$500 for entire season**, distributed at 8 concerts – **a savings of \$100!**
- **\$75 per concert** if purchased separately

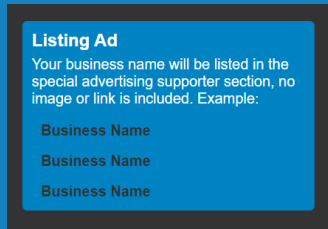


#### Listing Ad

**Size/Format:** Your business name will be listed in the special advertising supporter section, no image or link is included

**Price:**

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### CHOOSE AD SIZE:

☐ Full Size Animated ☐ Full Size Static ☐ Listing

☐ Half Size Static ☐ Thumbnail Static

### CHOOSE CONCERTS:

	CONCERT	CONCERT DATE	AD ART DUE
	ENTIRE SEASON	N/A	September 25, 2023
	REFLECTIONS <i>Sounds of the Pacific</i>	October 14, 2023	September 25, 2023
	<i>Angels Sing:</i> A European Holiday	December 15, 2023	November 27, 2023
	<i>Celebrate the Season:</i> A European Holiday	December 16, 2023	November 27, 2023
	<i>Angels Sing:</i> A European Holiday	December 16, 2023	November 27, 2023
	<i>Sounds of the Season:</i> A European Holiday	December 17, 2023	November 27, 2023
	The Crossroad of America	March 10, 2024	February 19, 2024
	<i>In Harmony:</i> Rhythm of the Lands	May 4, 2024	April 15, 2024
	Sacred Harmonies <i>The Soul of Misa Criolla</i>	May 19, 2024	April 19, 2024

**\*All ad payments are due 30 days from purchase.**

Invoice? Yes \_\_\_\_\_ or No \_\_\_\_\_

Ad Purchase Total \_\_\_\_\_

Advertiser signature \_\_\_\_\_

Date \_\_\_\_\_