

August 2024

## Digital Program Book Advertising Sale Information for Singers and Families

Dear ICC Singers and Families:

The ICC offers an opportunity to sell advertising for our digital concert program books. This is the **#1 fundraising opportunity for singers to earn money for their individual tour accounts. NEW this year, for each ad sold, 70% of the sales benefit a singer's tour account!** For example, a singer who sells a \$500 thumbnail ad will receive \$350 for their account, or a singer that sells a full-size animated ad with a cover placement for the entire season for \$2,000 will receive \$1,400 for their tour account.

**Last season the ICC went digital and all of our program books were exclusively hosted online!** This is great for advertisers because:

- ICC's digital programs received nearly *39,000 total views* last season and the program books live indefinitely on the ICC's website.
- All ads are full color and can be linked to the website of the advertiser.
- Ads can be purchased for the entire season, or by individual concert, so there's an ad for every business's budget!

The attached 2024-2025 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



Singer Name:

Singer Contact:

## 2024 – 2025 SEASON PROGRAM ADVERTISING INFORMATION

***Hello and thanks for considering purchasing an ad in the Indianapolis Children's Choir digital program book.*** This easily accessible, full color, and clickable concert program is an ideal way for your organization to be directly in the hands of a captive audience while supporting young singers (like me!) in central Indiana.

**Last season the ICC went digital and all of our program books were exclusively hosted online!** This is great news for you because:

- ICC's digital programs received nearly *39,000 total views* last season and the program books live indefinitely on the ICC's website.
- All ads are full color and can be linked to your website.
- Ads can be purchased for the entire season, or by individual concert, so there's a customizable ad package for every budget.



**Indianapolis Children's Choir**  
**DIGITAL CONCERT PROGRAM ADS**

~39,000 TOTAL VIEWS  
REACH A CAPTIVE AUDIENCE  
SUPPORT SINGERS DIRECTLY

Full Color and GIF Capability

Link Directly To Your Website

Seamlessly Integrated With Program Content

Multiple Ad Sizes Available

SEE PROGRAM EXAMPLES FROM LAST SEASON:

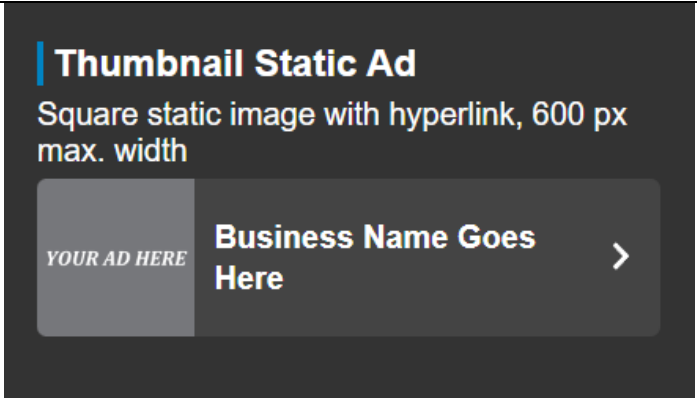

The digital program will be available at each of the ICC's Season Concerts, which have an approximate annual attendance of 10,000. A QR code to the program book will be distributed prior to each performance, and a link to the program book will remain available on the ICC website and will be archived for viewing after each Concert Season.

**Read on to see the available ad sizes, prices, and to order ads for your business or organization!**

## 24-25 SEASON AD SIZES AND RATES:

To see examples of these ads in action, [visit our example digital program here](#). Home/main page placement will ensure that your ad is on the main page of content and immediately viewable on the first page that the audience will access on their digital program, similar to a “cover” ad placement.

<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><li>• \$2,000 for full season home/main page placement + <i>bonus pre-concert slideshow placement!</i></li></ul>	 A placeholder for a full size animated ad. It features a dark background with a light gray rectangular area in the center. The text "YOUR AD HERE" is written in a white, serif font. Above and below the text are white double arrow symbols pointing towards each other. At the top left, there is a vertical bar and the text "Full Size Animated Ad" and "600 x 300 px GIF with hyperlink".
<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><li>• \$1,500 for full season home/main page placement+ <i>bonus pre-concert slideshow placement!</i></li></ul>	 A placeholder for a full size static ad. It features a dark background with a light gray rectangular area in the center. The text "YOUR AD HERE" is written in a white, serif font. At the top left, there is a vertical bar and the text "Full Size Static Ad" and "600 x 300 px JPG with hyperlink".
<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><li>• \$1,250 for full season home/main page placement + <i>bonus pre-concert slideshow placement!</i></li></ul>	 A placeholder for a half size static ad. It features a dark background with a light gray rectangular area in the center. The text "YOUR AD HERE" is written in a white, serif font. At the top left, there is a vertical bar and the text "Half Size Static Ad" and "600 x 150 px JPG with hyperlink".
<p>More ad sizes and options on the next page →</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> <li>• \$1,000 for full season home/main page placement + <i>bonus pre-concert slideshow placement!</i></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> <li>• On secondary pages only</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.) The ICC also has the right to place ads in whatever order and placement best suits the design of the program, note that an additional \$500 will guarantee a “cover” placement of your ad.*

**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: [pschafer@icchoir.org](mailto:pschafer@icchoir.org) AND [erobinson@icchoir.org](mailto:erobinson@icchoir.org)**



# SAMPLE ORDER FORM



To be completed by singer:

Thank you for helping me reach my goal! My goal is to sell 4 ads because I love being in ICC and I want to go on tour to England! Singer Name: Jane McExample  
 Phone number: 123-4567 Email: example@icchoir.org Choir: Indy Voice Monday

## 2024 - 2025 Season Program Advertising Order Form

Company A to Z Business

Street address 123 Main St.

City Indianapolis

State IN

Zip 46250

Phone 234-5678

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!  
 • +\$500 for full season cover placement  
 • \$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!  
 • +\$500 for full season cover placement  
 • \$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!  
 • +\$500 for full season cover placement  
 • \$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!  
 • +\$500 for full season cover placement  
 • \$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 16, 2024
<input type="checkbox"/>	Lights. Camera. Song.	September 28, 2024	September 16, 2024
<input checked="" type="checkbox"/>	Angels Sing: A Vintage Holiday	December 13, 2024	November 25, 2024
<input checked="" type="checkbox"/>	Celebrate the Season: A Vintage Holiday	December 14, 2024	November 25, 2024
<input checked="" type="checkbox"/>	Angels Sing: A Vintage Holiday	December 14, 2024	November 25, 2024
<input checked="" type="checkbox"/>	Sounds of the Season: A Vintage Holiday	December 15, 2024	November 25, 2024
<input type="checkbox"/>	NOW is the Time	March 9, 2025	February 17, 2025
<input type="checkbox"/>	In Harmony: A Beautiful Tomorrow	May 3, 2025	April 14, 2025
<input type="checkbox"/>	Dawning	May 18, 2025	April 28, 2025

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

Invoice? Yes  or No

Ad Purchase Total \$400 \* Add \$500 for cover placement if desired

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

Date 8/14/24

**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: \_\_\_\_\_

## 2024 - 2025 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.*

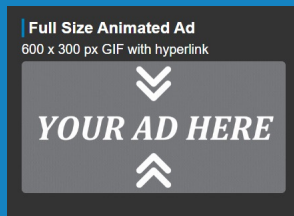
### SIZES AND RATES:

#### 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!**
- **+\$500** for full season cover placement
- **\$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!**
- **+\$500** for full season cover placement
- **\$150 per concert** if purchased separately

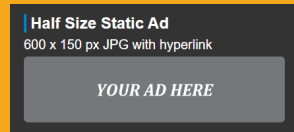


#### Half Size Static Ad

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

**Price:**

- **\$750 for entire season**, distributed at 8 concerts - **a savings of \$200!**
- **+\$500** for full season cover placement
- **\$100 per concert** if purchased separately

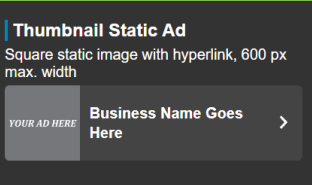


#### Thumbnail Static Ad

**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!**
- **+\$500** for full season cover placement
- **\$75 per concert** if purchased separately

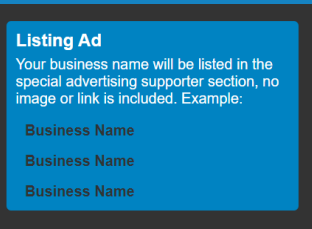


#### Listing Ad

**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
	ENTIRE SEASON	N/A	September 16 2024
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**\*All ad payments are due 30 days from purchase.**

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

**Ad Purchase Total** \_\_\_\_\_ \*Add \$500 for cover placement if desired

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

Date \_\_\_\_\_