

# Program Advertising Contract

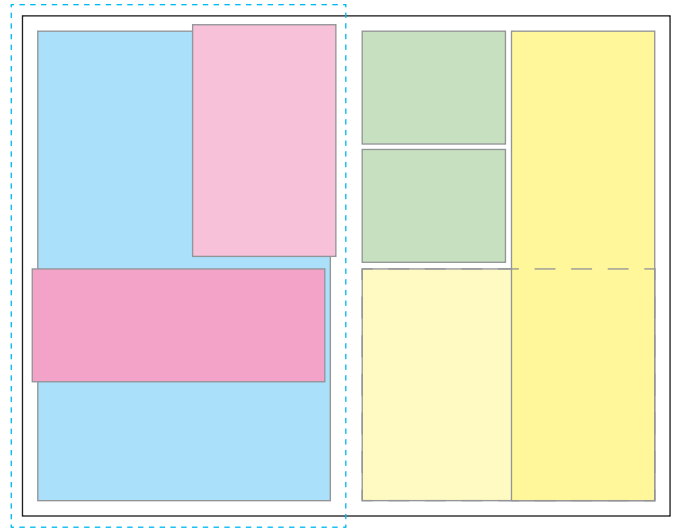
Each concert, your ad will be seen by approximately 1,200 arts supporters in Tallahassee.

This Advertising Contract is entered into between The Tallahassee Community Chorus, Inc., herein referred to as "Chorus" and \_\_\_\_\_, herein referred to as "Advertiser." The Advertiser agrees to pay for the advertisement (Ad) checked below in full and submit camera-ready artwork or a high-resolution PDF or JPEG file to the Chorus or the Chorus member listed below. For an additional \$25, the Chorus will prepare the photo-ready copy with your wording. Deadline for Ad submission: 15 business days before the first concert to which the ad applies. Both parties agree to place the advertisement in the Chorus program according to the size, option(s), and price checked below:

- One-Program Option**, the Ad will be placed in the Program of the Advertiser's choice (✓ check or click one):
  - Fall Concert     Unity Concert     Spring Concert
- Three-Program Option**, the Ad will be placed in all three of the above programs.

Ad copy may change for each program, but each ad must be the size purchased and meet program deadlines.

*This diagram shows possible ad size options in proportion to the 5.5" x 8.5" page. The colors correspond to sizes in the table below.*



*The cyan dotted line represents the full-page ad with bleed (5.875" x 8.875") that appears on the back cover. Contact Gina Kinchlow for availability.*

| Advertisement Size Options                          | Horizontal* (Width by Height) | Vertical* (Width by Height) | One Program |                 | Three Program |                 |
|---|-------------------------------|-----------------------------|-------------|-----------------|---------------|-----------------|
|   |                               |                             | Price       | Select Ad - "✓" | Price         | Select Ad - "✓" |
| Full Page - color                                   | N/A                           | 5.0" x 8.0"                 | \$300       |                 | \$650         |                 |
| Full Page - b/w                                     | N/A                           | 5.0" x 8.0"                 | \$200       |                 | \$480         |                 |
| Half Page - color                                   | 5.0" x 3.97"                  | 2.47" x 8.0"                | \$150       |                 | \$350         |                 |
| Half Page - b/w                                     | 5.0" x 3.97"                  | 2.47" x 8.0"                | \$100       |                 | \$240         |                 |
| Quarter Page - (b/w)                                | 5.0" x 1.95"                  | 2.47" x 3.97"               | \$75        |                 | \$180         |                 |
| Eighth Page - (b/w) (formerly called business card) | 2.47" x 1.95"                 | N/A                         | \$40        |                 | \$96          |                 |

NOTE: These sizes allow for a 1/16" margin between ads, and a 1/4" margin from the page edge (see diagram above). Please provide ads as high-res images suitable for printing (300 dpi at actual size) as EPS, Tiff, JPEG or PDF files. There will be an additional \$25 fee for ads that need to be re-sized to meet these specifications.

Date of Contract: \_\_\_\_\_ Chorus Member: \_\_\_\_\_

Advertising Business: \_\_\_\_\_ Phone: \_\_\_\_\_

Advertiser Contact: FIRST \_\_\_\_\_ LAST \_\_\_\_\_

Advertiser's Address: \_\_\_\_\_

Advertiser's E-mail: \_\_\_\_\_

Signature of Advertiser: \_\_\_\_\_ Amount Paid: \$ \_\_\_\_\_

Payment Type:     Cash     MO\*     Check\*     VISA     MasterCard     Discover

Credit Card #: \_\_\_\_\_ (American Express NOT Accepted)

Name on Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ (month)/\_\_\_\_\_ (year).    Cardholder's Zip Code: \_\_\_\_\_

Security Code: \_\_\_\_\_ (the 3-digit number on the back of the credit card)

**Send all ads, as well as any questions regarding ads, to Jan Smith at [janet.smith@tcchorus.org](mailto:janet.smith@tcchorus.org).**

\*If paying by money order or check (make payable to TCC), mail payment along with a copy of this contract to the Chorus address below.

***We hope to see you at all of our upcoming concerts. • We appreciate your support!***