



## TIPS FOR SELLING PROGRAM ADVERTISING

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- Our 80<sup>th</sup> Anniversary Season is a great reason to place a “Congratulations on your Anniversary” type ad.
- Studies have shown businesses that advertise through a recession do better when the recession is over than those that did not advertise during the recession.
- We have a loyal and responsive audience and chorus! Suggest adding a coupon or discount to test the response!
- We regularly sell out our performances – reaching over 1,000 potential local customers.
- We offer each advertiser a *free* listing on the Sponsor page of our website that includes the advertiser’s name, phone number and a link to their website.
- We are a community chorus relying on community members’ support, just as they do.

## USING THE AD ORDER FORMS

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- **Use previous ad:** This means to repeat an ad that has been published before with no changes. You will need to let us know in what concert program the previous ad was published. We keep material for the previous two (2) years only.
- **Electronic ad:** Electronic files are preferred and do not incur additional set-up charges. We require High-resolution .pdf or .eps file formats with all fonts embedded or a minimum 300 dpi .tif file at final size.
- **Camera-ready ad:** Advertiser provides hard (paper) copy of ad which will need to be converted to an electronic format.
  - ✓ should contain only line drawings & text
  - ✓ should not contain a photo or shades of gray (quality is poor when scanned)
  - ✓ do not fold or put paper clips over artwork
- **Business cards:** Black & white is preferred – Do not staple!
  - ✓ horizontal cards work well for one third, half or full page ad sizes
  - ✓ horizontal cards for quarter page ads must be resized to fit and will incur a \$25 setup charge
  - ✓ vertical cards used for quarter page ads must be resized to fit and will incur a \$10 set up charge
- **Create new ad:** A new ad created by our graphic designer from the advertiser’s logo and ad copy incurs a \$25 set up charge.
- **Deadline Date** is at the bottom of the form!
- **Layout Samples** offer an idea of the sizes and shapes available. The best example is to have a previous program handy to show.
- Email to Marianne Davis at [mcdavis1@comcast.net](mailto:mcdavis1@comcast.net) or call her at 978-356-5237 with any questions. Remember to provide *your* contact information in case we have any questions!



# CHORUS NORTH SHORE ADVERTISING CONTRACT 2011-12 CONCERT SEASON PROGRAM

## LAYOUT SAMPLES

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**1/3 Page – 4.5" x 2.375"**

**¼ Page - 2.125" x 3.5"**

**1/2 Page – 4.5" x 3.5"**



# CHORUS NORTH SHORE ADVERTISING CONTRACT 2011/12 CONCERT SEASON PROGRAMS

## ADVERTISER INFORMATION

Advertiser's Company Name				
Address				
City		State		Zip
Contact Name		Title		Email
Phone	Fax		www	

## ADVERTISEMENT SIZE AND FREQUENCY

Ad Size	One Concert	Two Concerts	Three Concerts	Amount
¼ Page - 2.125" x 3.5"	\$75	\$120 (save \$30)	\$180 (save \$45)	\$
1/3 Page - 4.5" x 2.375"	\$100	\$160 (save \$40)	\$240 (save \$60)	\$
½ Page - 4.5" x 3.5"	\$125	\$200 (save \$50)	\$300 (save \$75)	\$
Full Page - 4.5" x 7.5"	\$150	\$240 (save \$60)	\$360 (save \$90)	\$
Inside Front Cover - 4.5" x 7.5"	\$200	\$330 (save \$70)	\$495 (save \$105)	\$
Inside Back Cover - 4.5" x 7.5"	\$200	\$330 (save \$70)	\$495 (save \$105)	\$
Back Cover - 4.5" x 7.5"	\$300	\$520 (save \$80)	\$780 (save \$120)	\$

## ADVERTISING COPY - Check One

<input type="checkbox"/> Use previous Ad	From recent program within last two years – no additional set-up charges Name of program:	
<input type="checkbox"/> Electronic Ad*	Electronic Business Card or Ad – <b>PREFERRED</b> - no additional or set-up charges	
<input type="checkbox"/> Camera-ready Ad	Customer provides camera-ready artwork – Requires \$10 set-up charge	\$
<input type="checkbox"/> Create new Ad	Company logo and ad copy (do not staple) – Requires \$25 set-up charge	\$
<input type="checkbox"/> Business card	1) Horizontal Layout for 1/3, ½ or full page ad – Requires \$10 set-up charge 2) Vertical Layout for ¼ page ad – Requires \$10 set-up charge 3) Horizontal Layout to convert to ¼ page ad – Requires \$25 set-up charge <b>BLACK AND WHITE CARDS PREFERRED – DO NOT STAPLE!</b>	\$
* High resolution .pdf or .eps with all fonts embedded or 300 dpi .tif at final size. Email to Marianne Davis at <a href="mailto:mcdavis1@comcast.net">mcdavis1@comcast.net</a> or call her at 978-356-5237 with questions.		<b>Total Paid:</b> \$

## COMMENTS & SIGNATURE

Comments	
Order taken by	Date
Advertiser Signature	Date

**DEADLINE: Completed order, materials and payment must be received no later than Feb 13, 2012.**