

**THE MIDWEST CLINIC**  
*An International Band and Orchestra Conference*  
**66<sup>th</sup> Annual Conference**  
**December 19 - 22, 2012**  
**McCormick Place West – Chicago, Illinois**  
**2012 Program Book Advertising Contract**

PLEASE TYPE OR PRINT CLEARLY

Organization Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Username: \_\_\_\_\_ Password: \_\_\_\_\_

Authorized by (print): \_\_\_\_\_ Signature: \_\_\_\_\_

College/University/Military Advertisers: Do you wish to participate in College Night?  Yes  No

College Night Contact: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

**PLEASE NOTE: An exhibit booth or an advertising purchase is required for participation in College Night.**

Advertisers will receive a ten percent (10%) discount on all ads if **contract** and **full payment** are received by **MARCH 1, 2012**. **Advertising space** must be reserved by **September 21, 2012**. **Advertising copy** must be submitted by **SEPTEMBER 30, 2012**. Payment in full is required prior to submitting artwork. A fee of \$100 will be assessed for any artwork submitted after the September 30<sup>th</sup> deadline. A fee of \$100 will be assessed for any artwork submitted in a format that does not follow our guidelines and needs to be changed by our graphic designer.

**PLEASE CHECK APPROPRIATE SPACE FOR TYPE OF ADVERTISING**

**EXHIBITOR ADVERTISING RATES**

Black and white full page \$ 825.00 \_\_\_\_\_  
 Black and white half page \$ 625.00 \_\_\_\_\_  
 Four color full page \$ 1175.00 \_\_\_\_\_  
 Four color inside front or inside back cover \$ 1600.00 Reserved  
 Four color full page back cover \$ 2100.00 Reserved

**NON-EXHIBITOR ADVERTISING RATES**

Black and white full page \$ 925.00 \_\_\_\_\_  
 Black and white half page \$ 725.00 \_\_\_\_\_  
 Four color full page \$ 1325.00 \_\_\_\_\_  
 Four color inside front or inside back cover \$ 2000.00 Reserved  
 Four color full page back cover \$ 2400.00 Reserved

Please check method of payment:  Credit Card or  Check

Amount enclosed: \$ \_\_\_\_\_

Return this contract with check or credit card information to:

The Midwest Clinic  
 1111 E. Touhy Ave., Ste. 250  
 Des Plaines, IL 60018 USA  
 Phone: (847) 424-4163  
 FAX: (773) 321-1509  
 info@midwestclinic.org

Credit Card Type:  Visa  MasterCard  American Express

Billing Address: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

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

Expiration Date (mm/yy) \_\_\_\_\_

Security Code \_\_\_\_\_

*(Please do not write below this line.)*

Contract Received: \_\_\_\_\_ Amount Due: \$ \_\_\_\_\_ Amount Received: \$ \_\_\_\_\_

Advertising Space Requested: \_\_\_\_\_

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**ADVERTISING INSTRUCTIONS**

**SIZES**

- **Full page bleed:** 8 3/4" x 11 1/4" (trim size 8 1/2" x 11")
- **Full page:** 7" wide x 10" high
- **Half page:** 7" wide x 4 7/8" high

**ARTWORK REQUIREMENTS**

All artwork must be provided electronically, in one of the following ways.

- CD, which must include all fonts and images.
- File can be uploaded

**Username:** \_\_\_\_\_ **Password:** \_\_\_\_\_

The file name should be the *name of advertiser and submission date* (e.g. yourorganizationMMDD.eps). If you are uploading more than one ad, the file name should include a dash and the number of the ad, in succession (e.g. yourorganizationMMDD-2.eps). When uploading artwork, it is **not** necessary to send the same file on CD, or to e-mail it to our offices. Additional instructions can be found on the upload page. Payment in full is required before uploading the ad.

**SPECIFICATIONS**

- Acceptable file formats: Quark Xpress, Illustrator, or high resolution (300 dpi) PDF.
- Include all layout files, printer and screen fonts, scans, graphics, and illustrations.
- Artwork/Photos must be 300 dpi.
- Color photographs, graphics, scans, and illustrations must be set to CMYK. (A guide to converting images from RGB to CMYK can be found here: [www.printernational.org/converting-to-cmyk.php](http://www.printernational.org/converting-to-cmyk.php) .)
- If the color will bleed, please include crop marks.
- Web images, .gif files, and Word documents are not accepted.