

**THE MIDWEST CLINIC**  
**International Band and Orchestra Conference**  
**71st Annual Conference**  
**December 20-23, 2017**  
**McCormick Place West – Chicago, Illinois**  
**2017 Program Book Advertising Contract**

PLEASE TYPE OR PRINT CLEARLY

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

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

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

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

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

Individual Responsible for Artwork Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

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

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

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

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

Advertisers will receive a ten percent (10%) discount on all ads if **contract** and **full payment** are received by **June 1, 2017**. **Advertising space** must be reserved by **October 9, 2017**. **Advertising copy** must be submitted by **October 16, 2017**. Payment in full is required prior to submitting artwork. A fee of \$100 will be assessed for any artwork submitted after **October 31, 2017**. 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. **A fee of \$100 will be assessed if more than one version of the artwork is submitted.**

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

**EXHIBITOR ADVERTISING RATES**

Black and white full page \$ 850.00 \_\_\_\_\_  
 Black and white half page \$ 650.00 \_\_\_\_\_  
 Four color full page \$ 1200.00 \_\_\_\_\_  
 Four color inside front or inside back cover \$ 1625.00 Reserved  
 Four color full page back cover \$ 2125.00 Reserved

**NON-EXHIBITOR ADVERTISING RATES**

Black and white full page \$ 950.00 \_\_\_\_\_  
 Black and white half page \$ 750.00 \_\_\_\_\_  
 Four color full page \$ 1350.00 \_\_\_\_\_  
 Four color inside front or inside back cover \$ 2025.00 Reserved  
 Four color full page back cover \$ 2425.00 Reserved

Please check method of payment:  Credit Card or  Check

Payment Amount: \$ \_\_\_\_\_

**For those paying by credit card, a receipt will be sent once the contract has been processed.**

**For those paying by check, an invoice will be sent with the amount due and mailing address for payment.**

*Please submit this contract electronically via the website: [www.midwestclinic.org](http://www.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: \_\_\_\_\_

**THE MIDWEST CLINIC**  
*International Band & Orchestra Conference*

**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**

If you submitted the contract online, please upload the artwork to [www.midwestclinic.org](http://www.midwestclinic.org), using the login information created when you filled out the contract. Otherwise, the artwork can be submitted to [info@midwestclinic.org](mailto:info@midwestclinic.org).

Payment in full is required before uploading the ad.

**SPECIFICATIONS**

- Preferred file format: high resolution (300 dpi) PDF.
- Acceptable file formats: Quark Xpress and Illustrator
- 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 bleed marks and make sure ad is 8.75"x11.25"
- Web images, .gif files, and Word documents are not accepted.