

THE MIDWEST CLINIC
International Band and Orchestra Conference
70th Annual Conference
December 14 – 17, 2016
McCormick Place West – Chicago, Illinois
2016 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: _____

All artwork must be uploaded to our website, www.midwestclinic.org, using the login information created when you filled out the contract.

Advertisers will receive a ten percent (10%) discount on all ads if **contract** and **full payment** are received by **June 1, 2016**. **Advertising space** must be reserved by **October 3, 2016**. **Advertising copy** must be submitted by **October 14, 2016**. Payment in full is required prior to submitting artwork. A fee of \$100 will be assessed for any artwork submitted after **October 31, 2016**. 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	\$ 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 <u>Reserved</u>
Four color full page back cover	\$ 2125.00 <u>Reserved</u>

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 <u>Reserved</u>
Four color full page back cover	\$ 2425.00 <u>Reserved</u>

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.

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
An 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

All artwork must be uploaded to our website, www.midwestclinic.org, using the login information created when you filled out the contract.

When uploading artwork, it is **not** necessary to send the same file on CD, or to e-mail it to our offices. 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 .)
- 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.