



October 2021

**Season Program Book Advertising Sale**  
**Contracts and electronic artwork are due by Monday, November 15th, 2021**

Dear ICC Singers and Parents:

The ICC offers an opportunity to sell advertising for our annual program book! This is the #1 *fundraising opportunity* for singers to earn money for their individual touring accounts. For each ad sold, **50%** of the sales benefit a singer's touring account. For example, a singer who sells a \$100 name listing will earn \$50 for his or her account. *Singers who sell \$750 or more will receive 60% for all ads sold;* therefore, selling a \$1000 full-page ad will put \$600 into that singer's touring account.

The attached 2021-2022 Advertising Rate Information sheets and contract are for you to use in soliciting advertisements for the program book. Information sheets and contracts will also be available in the ICC office for you to pick up as you need them. You may photocopy the contract, but please remember to also copy the page with mechanical requirements (p.3) for the company. Each advertiser and singer/seller must complete and sign the included contract. All contracts and digital ads are due in the ICC office no later than Monday, November 15, 2021 in order to appear in the program and receive tour credit.

Singers in all choirs are eligible to participate. While tours are generally taken at the early advanced, advanced, and high school levels, it is never too early to begin accumulating tour fund money for future opportunities. As with all of our fundraisers, **this is not a mandatory activity**, but it is a great way to add to your tour account.

Suggestions for potential advertisers include parents' employers, retail shops (especially if you are a frequent shopper), the family doctor, dentist, veterinarian, etc. ***You may not contact any of the advertisers on the attached list.*** These organizations are already making a sizable donation to the Indianapolis Children's Choir. Donations are also welcome if an organization would not like to advertise. In this case, tour fund credit can only be given if the donation is a direct result of your ad solicitation efforts. We suggest the contributor fill out the ad contract and write a short note to this effect.

Thank you for your interest and cooperation!

Sincerely,

The Indianapolis Children's Choir  
(317) 940-9640

### 2020-2021 Do Not Contact List

Organization	Organization
AES Indiana (Indianapolis Power & Light)	
Allen Whitehill Clowes Charitable Foundation	
Arthur Jordan Foundation	
Arts Council of Indianapolis	
Barnes & Thornburgh LLP	
BKD	
Christel DeHaan Family Foundation	
Delta Faucet	
Detail Dental Kids	
Dr. Tavel Family Eye Care	
Eskenazi Health	
Grueninger Travel Group/Ambassadair	
Hendricks Regional Health	
Heritage/Heritage Environmental	
Hewitt Law & Mediation, LLC	
Hodges Marketing	
Indiana Arts Commission	
Junior League of Indianapolis	
Justus Senior Living (Crestwood/Woodland Terrace)	
Lilly Endowment, Inc.	
LincLogix	
MacAllister Machinery	
Moeller Printing	
OneAmerica	
Pacers Sports & Entertainment	
Performance Tire Service Company	
PNC Bank	
Sharp Business Systems	
Sponsel CPA Group LLC	
Star Financial Bank	
Von Lehman CPA & Advisory Firm	
Woodley Farra Manion Portfolio Management	

## 2021 – 2022 SEASON PROGRAM ADVERTISING INFORMATION

### SIZE AND RATE

Full Page	4.5" X 7.5"	\$1,000
½ page	Vertical: 2 1/8" X 7.5" Horizontal: 4.5" X 3.5"	\$ 550
¼ page	Vertical: 2 1/8" X 3.5" Horizontal: 4.5" X 1.75"	\$ 250
Special Page Listing Advertiser's Name Only		\$ 100

### MECHANICAL REQUIREMENTS:

The above rates are quoted based on camera-ready artwork or appropriate electronic file formats. Camera-ready art includes clean hi-resolution laser prints or PMT's and electronic files (see below\* for acceptable electronic file formats). **All ads in the program are black and white.** Artwork should be black or dark color ink for reproduction. **Colored illustrations, business cards, letterheads, telephone directory art and newspaper clippings lack adequate reproduction quality.**

Specific information on submitting electronic artwork may be obtained from our graphic designer, Teri Capron at [teri@freshdesigninc.com](mailto:teri@freshdesigninc.com) . Please copy Paul Schafer at [pfschafe@icchoir.org](mailto:pfschafe@icchoir.org)

### \*Acceptable Electronic File Formats:

- Illustrator CS5.5 or lower eps files (type converted to curves/paths)
- Photoshop CS5.5 or lower eps, tif or jpg images (133-150 lpi; 300 dpi or better)
- Quark Express 9 or lower (please collect and provide all art and fonts)
- PDF files (please embed all fonts/graphics when creating pdf file)

The Indianapolis Children's Choir has the right to refuse any ad which it deems unsuitable for publication. If an ad is submitted that is not camera ready, the ICC will advise the advertiser, prior to publication, of any surcharge to prepare the artwork for publication. (This may include typesetting, resizing, scanning, etc.)

Your program advertisement:

- Helps ICC singers raise funds for concert tours.
- Is seen by hundreds of virtual audience members at performances throughout the year.
- Can be accessed all season on ICC's website and will include a link to your company's website.
- Shows your support for the dedicated young singers of the ICC.
- Encourages a quality arts education experience to last a lifetime.

Camera-ready artwork is due by **November 15, 2021** and cannot be changed during the season (November 2021 – June 2022). **Advertiser agrees to remit payment within thirty (30) days of the execution of this contract.** Invoicing is available upon request.

While retaining a copy for your records, **please email completed contract and electronic artwork to:**

**[pfschafe@icchoir.org](mailto:pfschafe@icchoir.org)**. Please also CC our graphic artist at **[teri@freshdesigninc.com](mailto:teri@freshdesigninc.com)**.

**If you prefer to mail the contract, you may send it to: Indianapolis Children’s Choir  
Attn: Paul Schafer  
4600 Sunset Avenue  
Indianapolis, IN 46208**

**Please complete ALL of the information below:**

Company: \_\_\_\_\_  
Street Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
Contact Person (Please Print) \_\_\_\_\_  
Title: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
Ad Size: \_\_\_\_\_ Rate: \_\_\_\_\_ Invoice? Yes \_\_\_\_\_ No \_\_\_\_\_  
**If a renewal** – Please use last year’s artwork \_\_\_\_\_ **OR** New Ad being sent \_\_\_\_\_

**\$100 Special Page Listing of Advertiser’s Name only should read as follows:**

(How name will be listed in the program)

\_\_\_\_\_

**Advertiser’s Signature and Date:**

\_\_\_\_\_ Date: \_\_\_\_\_

**To be completed by ICC Singer:**

Sold by (Singer): \_\_\_\_\_ Choir: \_\_\_\_\_  
Singer’s Phone Number: \_\_\_\_\_

**\*The Indianapolis Children's Choir is grateful for your support of an individual ICC singer. Please note that, by law, contributions set aside for use by a specific person are not tax deductible.**

**FOR OFFICE USE ONLY:**

Artwork received: In office date: \_\_\_\_\_ Direct to Fresh Design date: \_\_\_\_\_  
Use last year’s artwork \_\_\_\_\_ New Artwork \_\_\_\_\_  
Surcharges: Typesetting \_\_\_\_\_ Resizing \_\_\_\_\_ Other \_\_\_\_\_  
Design/layout \_\_\_\_\_ PMT’s \_\_\_\_\_ Total \_\_\_\_\_  
Amount/Date Paid: \_\_\_\_\_ / \_\_\_\_\_ Invoice date: 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_