



April 2019

**Season Program Book Advertising Sale**  
**Contracts and Ad copy are due by Friday, October 18th, 2019**

Dear ICC Singers and Parents:

The ICC offers an opportunity to sell advertising in its 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, while the remaining 50% pays for the program printing and production costs. 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 2019-2020 Advertising Rate Information sheets and contract are for you to use in soliciting advertisements for next year's 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. Copies of previous years' program books may be also be obtained in the ICC office and used as a visual for prospective buyers. Each advertiser and singer/seller must complete and sign the included contract. All contracts and ad copy are due in the ICC office no later than Friday October 18, 2019 in order for singers to receive the 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 ads are reserved by last year's sellers, were contacted last spring, or 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

**Please adhere to the following list for the 2018-2019 Season Program**

<b>2019-2020 Do Not Contact List</b>	
<b>Organization</b>	<b>Organization</b>
Allen and Scott Enterprises	Mats.Org
American Family Insurance	Mary & Friends
Anthony Team Realty – F.C. Tucker	Mass. Ave Pub
Apex Benefits Group	Metric IT
Aqua Systems	Moeller Printing
Arbuck, Dmitry	Moyer Fine Jewelers
Arts Council of Indianapolis	The National Bank of Indianapolis
Avon Orthodontics	Never Too Late
BKD	Nottingham Realty Group
Badger Carpet Cleaning	O’Riley Funeral Home
Barnes & Thornburgh LLP	Ocean World Sushi Restaurant
Brooke’s Place	OneAmerica
Bullseye Pest Control	PNC Bank
Butler Community Arts School	Pacers Sports & Entertainment
Byrne’s Grilled Pizza	Paige’s Music
Carmel Pediatric Dentistry	The Pfahler Group – New Dimensions in Real Estate
Clinch Team – F.C. Tucker	The Phillips Company
College Nannies, Sitters & Tutors	Pool City, Inc.
Cunningham Restaurant Group	Renew Dental Arts, LLC
Custom Cleaners on 86 <sup>th</sup> Street	Rick A. Smith – The Smith Agency, Inc./State Farm Insurance
Ed Martin Acura	The Riviera Club
Eskenazi Health	Sharp Business Systems
Fechtman Law Office	Shepherd Insurance Services
Goodin Meyer, P.C.	Smile Arts Dental
The Great Frame-Up	Somerset CPAs and Advisors
Greuninger Travel Group/Ambassadair	STAR Financial
Hancock Health	Sycamore School
Heat & Cool LLC	Telaman Corp.
Hendricks Regional Health	Tellman, John & Colette
Herkert Family Eye Care	University of Indianapolis
Hometown Family Dentistry	The Vet, LLC
HomeWork & Renovation	Zion Lutheran School
Honda of Fishers	The Zulu Group, P.C. with Keller Williams Realty
Honest-1 Auto Care	
Indiana Arts Commission	
Indiana Immunization Coalition	
Indianapolis Power & Light Company	
Indianapolis Suzuki Academy	
JPMorgan Chase	
Jackson Systems, LLC	
Jungclaus-Campbell	
Kimball Electronics - Indianapolis	
London Witte & Company, LLP	
L. E. Kincaid & Sons	
LincLogix	
Lucidia IT, LLC	
MacAllister Machinery	
Magnified Vacations Cruise One	

**2019 – 2020 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 Dianne Beardsley at [dbeardsl@butler.edu](mailto:dbeardsl@butler.edu) .

**\*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 more than 10,000 individuals at performances throughout the year.
- 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 **October 18, 2019** and cannot be changed during the season (September 2019 – June 2020). **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 deliver completed contract and artwork to:**

**Dianne Beardsley**  
**Indianapolis Children's Choir**  
**4600 Sunset Avenue**  
**Indianapolis, IN 46208**  
**Fax: 940-6129**

**Electronic Artwork should be sent to:**  
**dbeardsl@butler.edu**

Please also copy [teri@freshdesigninc.com](mailto:teri@freshdesigninc.com)  
(Teri Capron, Fresh Design, Graphic Artist)

**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> \_\_\_\_\_