

# Advertising Information

## Official Convention Program Book

### General

The ChicAGO 2006 Official Program Book is published by the Convention Steering Committee in cooperation with the American Guild of Organists ("Publishers") for the 2006 National Convention. The American Guild of Organists is a non-profit, education organization chartered by the Board of Regents of the State of New York in 1896.



Publishers reserve the right to decline any advertisement, before or after the published closing date that does not meet with their approval. Improper or exaggerated copy will not be accepted. Acceptance of advertising does not imply endorsement. Publishers reserve the right to head and/or box advertisements that, in their opinion, bear confusing resemblance to editorial matter.

### Contract and Copy Regulations

Publishers will not be bound by any condition, printed or otherwise, appearing on any order blanks, insertion orders, or contracts when they conflict with the terms and conditions of this advertising schedule or any amendment thereto.

Advertiser and/or advertising agency assumes liability for all content (including text and illustrations) of advertisements printed, and also assumes responsibility for any claims therefrom made against Publishers and agrees to indemnify Publishers against any expense and loss suffered by reason of such claims.

All ads are non-commissionable. There are no cash discounts. Advertisers renting a booth at the convention will receive a ten percent (10%) discount if they purchase a full-page ad or more.

Payment must be made in U.S. dollars, either by international money order or by a check drawn on a U.S. bank. Each advertiser will receive one complimentary copy of the program book. All display advertising requests must be confirmed with a completed reservation (enclosed) or letter of request.

Outside back cover, and inside front and back cover reservations will be honored on a first-come, first-served basis **subject to receipt of order and payment**. Cover ads must be in full color. Color is available on other full-page ads for an additional charge. Fractional page ads must be in black and white only and have borders or boxes.

An advertiser using an advertising agency is responsible for any debts incurred by the agency in the advertiser's name. If an advertising agency defaults on payment or declares bankruptcy, the advertiser will pay all cost directly to the Publishers, regardless of whether the defaulting agency has already been paid for the space.

### Submission Requirement

All ads must be submitted through email or on a CD as outlined on the Advertising Rate Sheet. The CD will not be returned unless requested to do so and a self-addressed, stamped envelope must be included for return. Otherwise, after the convention, the ad materials will be disposed of.

Ads must be "camera-ready" and in the correct size. For example: a quarter page PDF should be saved as a 3.75" X 5" document and NOT a 3.75" X 5" pic on an 8.5" X 11" page. Designing or typesetting of advertisements is available for an additional fee. Please contact us for information. Placement of advertising assumes agreement with all stated policies of this advertising contract.

# Advertising Specifications and Rates

## Official Convention Program Book



### Full Page

~~Inside Covers~~ (4C Process only) **Sold Out**..... \$1,950

(*Inside Front, Inside Back, Outside Back*)

Bleed Extend by .125" (1/8") on all sides.

Trim 8.5" wide x 11" tall

Live 7.75" wide x 10.25" tall

**Full Page Run of Book** (4C Process)..... \$1,500

Bleed Extend by .125" (1/8") on all sides.

Trim 8.5" wide x 11" tall

Live 7.75" wide x 10.25" tall

**Full Page Run of Book** (Black & White)..... \$1,000

Bleed Extend by .125" (1/8") on all sides.

Trim 8.5" wide x 11" tall

Live 7.75" wide x 10.25" tall

The fractional ads below must be saved in the correct size of the ad and NOT on a letter sized document (see pg. 1) and must have a border. No crop or trim marks.

**Half Page** (Black & White only)..... \$600

Horizontal Format: 7.75" wide x 5" tall

Vertical Format: 3.75" wide x 10.25" tall

**Quarter Page** (Black & White only)..... \$400

Horizontal Format: 5" wide x 3.75" tall

Vertical Format: 3.75" wide x 5" tall

**Eighth Page – (business card size)** (Black & White only)..... \$100

Horizontal Only: 3.75" wide x 1.25" tall

**Eighth Page – double** (Black & White only)..... \$200

Horizontal Only: 3.75" wide x 2.5" tall

## Mechanical Requirements

### Acceptable formats for submitting ads:

- 1) Hi-resolution PDF files saved in the ad size. Colors need to be in CMYK.
- 2) Mac QuarkXPress (Version 5 or below) file with fonts (screen and printer fonts – PC fonts not accepted) and graphics included.
- 3) Hi-resolution TIFF files in CMYK or Greyscale (fonts may be needed).
- 4) Illustrator (version 10 or below) EPS files must be in outlines (fonts may be needed).

All image files should be at least 300 dpi.

Media accepted: CD ROM or Mac formatted Iomega Zip 100MB or 250MB disk.

Note: Pagemaker files are NOT accepted. They must be converted to a PDF file to the size of the ad.

**Revised deadline for advertising materials is February 28, 2006.**