#### AGO National Conventions

#### SAMPLE ADVERTISING DOCUMENT

#### *Note: This is a “media kit” that should be reformatted and enhanced with graphics and color in order to communicate to potential advertisers the professionalism inherent in electronic and print media used to support and promote the convention.*

#### About the American Guild of Organists

The AGO is the national professional association serving the organ and choral music fields and supporting approximately 14,000 members in more than 300 local chapters throughout the United States and abroad. The mission of the AGO is to foster a thriving community of musicians who share their knowledge and inspire passion for the organ.

#### About the Convention

It is expected that there will be more than ???? attendees at the 20\_\_ AGO national convention in ???. Attendees include organists, choir directors, handbell ringers, organ builders, professors, teachers, and organ enthusiasts.

**Advertising Options**

#### The Mobile App

The mobile app (for iOS and Android devices) is the standard tool for communicating with conference attendees. Information such as attendee schedules, maps, stoplists, and performer bios will be available via the app. Based upon usage at the most recent national convention, we expect that more than 1,000 attendees will download the app, and the app will be consulted more than 50,000 times.

#### The Program Book

The program book is the supplemental tool for providing attendees with schedules, programming, and convention events. Program books are frequently kept long after the convention as keepsakes. The program book will be approximately 80 pages in length.

#### The Website

The convention website is visited regularly by members and non-members to access information about the convention, including registration, accommodations, performers, venues, and maps.

#### Concert Programs

Each concert will be accompanied by a printed program providing program and venue information. This will also be an opportunity for advertisers to place half page ads on the back cover of the concert programs. Full page color ads will be available for the opening, closing, and St. Cecilia concerts. This will be especially desirable to organ builders whose instruments will be played or performers and management agencies who wish to promote their artists.

#### Tote Bag Fillers

Each attendee will be provided with a tote bag for use during and after the convention. The tote bag will include promotional materials such as flyers, brochures, CDs, thumb drives, or other agreed-upon items.

### General Policies and Conditions

The publishers reserve the right to decline any advertisement, before or after published closing date, which does not meet with their approval. 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. Improper or exaggerated copy will not be accepted. Placement location within the program book or concert program is not guaranteed, and is left to the discretion of the editor.

The 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 media kit or any amendment hereof.

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

All artwork is due by ???. Submit all advertising materials to ??? at ???

All ads are non-commissionable. There are no cash discounts.

All ads must be paid for in advance.

Placement of advertising assumes agreement with all stated policies in this media kit.

#### Mobile App and Website Requirements

#### Mobile App General Information, Guidelines, and Specifications

The convention is pleased to recommend skilled designers if needed.

Ad space will be rotating, and is available on a first­come, first-served basis.

Ad run will begin when the app is launched, during the first two weeks of June, 20\_\_.

All ads are labeled "advertisement."

Clicks on your ad will be tracked and the results made available to you.

All ads are subject to the approval of the convention, including, but not limited to, subject matter, size, image, hyperlink, and typography.

The convention reserves the right to remove advertisements at any time.

The convention is not responsible for the design of ads or for errors.

Resolution: 72 dpi

PNG, JPG, or GIF files only (animated GIFs subject to approval by the administrator; no flash)

Ads will be hyperlinked to the website of your choice. Please plan on submitting that information.

Ad artwork is due ???.

#### Website General Information, Guidelines, and Specifications

The convention is pleased to recommend skilled designers if needed.

Ad space on any given page is limited, and is available on a first-come, first-served basis.

Ad run will begin when the website is launched, most likely in September 20\_\_.

All ads are labeled "advertisement."

The webmaster will track clicks on your ad and make the results available to you.

All ads are subject to the approval of the convention, including, but not limited to, subject matter,

size, image, hyperlink, and typography.

The convention reserves the right to remove advertisements at any time.

The convention is not responsible for the design of ads or for errors.

Ads will consist of a submitted image (without text) as well as a limited amount of text (up to 90

characters) that will be placed under the image, such as ''XYZ Organ builders." Please plan on

submitting that text at the time of image submission.

Resolution: 72 dpi; JPG files only

Ads will be hyperlinked to files the website of your choice. Please plan on submitting that

information.

#### Mobile App and Website Sizes and Rates

#### Mobile App

#### Description Size Rate

#### Rotational Banner 640x150 pixels $ 750

####  (for phones)\*

####  552x150 pixels

####  (for tablets)\*

####  \*must submit both

#### Website

#### Description Size Rate

#### Home Page Box 480x320 pixels $ 750

#### Internal Page Box 480x320 pixels $ 450

####  (on high-profile pages, such as performances, venues, performers)

#### Program Book and Concert Programs Specifications

The convention is pleased to recommend skilled designers if needed.

Printing process for the Program Book is offset lithography on excellent-quality paper.

All ads must be press-ready. Please submit press­optimized Adobe Acrobat PDF digital files

with fonts and graphics embedded, and with all printer's marks.

All images should be submitted with a resolution of at least 300 dpi.

Color ads: All embedded graphics should be in CMYK color mode (not RGB).

Black & White ads: All embedded graphics should be grayscale.

**Print Ad Sizes and Rates**

**Program Book (8” x 10”)**

Four-color Width (inches) Height (inches) Rate

Back Cover 8.25\* 10.25\* $2,800

Inside Front Cover 8.25\* 10.25\* $2,500

Inside Back Cover 8.25\* 10.25\* $2,500

Full Page Bleed 8.25\* 10.25\* $1,500

Full Page No Bleed 7 9 $1,200

Half-Page Vertical 3.32 8.54 $ 850

Half-Page Horizontal 6.83 4.17 $ 850

Quarter-Page 3.32 4.17 $ 500

Eighth-Page (Business Card) 3.32 1.98 $ 250

\*Live Area = 7.5x9.5

**Concert Programs (8” x 10”)**

Full Page Bleed Color Back Cover 8.25\* 10.25\* $ 800

 (opening concert, closing concert, St. Cecilia Concert)

Full Page Bleed Color Inside Front 8.25\* 10.25\* $ 650

 (opening concert, closing concert, St. Cecilia Concert)

Full Page Bleed Inside Back Cover 8.25\* 10.25\* $ 650

 (opening concert, closing concert, St. Cecilia Concert)

Half-Page Horizontal Black & White 7.5 4.6875 $ 450

 Back Cover

 (all other concerts)

\*Live Area = 7.5x9.5

**^Bundle and Save^**

Exhibitors: Automatically receive 10% off all advertising in any medium.

All others: Reserve one advertising medium (the highest cost), and receive 10% off all other advertising media.

Media include Program Book, Concert Programs, Website, Mobile App, and Tote Bag Fillers

#### Tote Bag Fillers General Information, Guidelines, and Rates

Bag dimensions: 20"W x 14''H

Items that may be submitted include flyers, brochures, CDs, thumb drives, or other agreed-upon items.

Materials must be received by May 31, 20\_\_ in order to be included. If materials are not received

by that date, there is no guarantee of inclusion in the tote bag. Refunds will not be provided.

Flat fee of *$500* for inclusion in the tote bag.

Materials must be shipped to ???

#### Reserving Space and Submitting Material

#### Reserving Space

Visit [www.](http://www/)???.com to reserve space now!

All artwork should be submitted to ??? at ???. If an e-mail confirmation is not received within 24

hours of submission, please follow up by email or phone.

#### Enticement for Exhibitors

Exhibitors receive 10% off all advertising! For information about reserving an exhibit booth at the convention, please contact ??? at ???.

#### Contact

For all questions related to advertising, please contact ??? at ???