



Sweet Adelines International Convention and Competition Advertising Rates and Specifications

International Convention Program - Deadline August 1, 2005

Ad Size/Location	Commercial Rate	Member Rate	Dimensions (w x h)
Interior pages, color			
Full page no bleeds	\$400	\$360	4.5" x 7.5"
Full page with bleeds	\$400	\$360	5.75" x 8.625"
1/2 page	\$250	\$225	4.5" x 3.5"
Two (2) page spread	\$700	\$675	11.5" x 8.625"
Interior pages, black & white			
Full page no bleeds	\$350	\$310	4.5" x 7.5"
Full page with bleeds	\$350	\$310	5.75" x 8.625"
1/2 page	\$200	\$175	4.5" x 3.5"
Covers, color			
Inside Back	\$550	\$475	5.75" x 8.625"
Back Cover	\$650	\$560	5.75" x 8.625"

Member rate applies to any Sweet Adelines International quartet, chorus, region or area advertising goods and/or services to benefit the group; or to member groups or individual members placing congratulatory/good luck messages.

Commercial rate applies to all nonmember and member commercial advertisers.

Mechanical Requirements: The following file formats are acceptable: TIFF, EPS or PDF. All ads must be high resolution (300 dpi) with fonts embedded. Please make sure entire file is high resolution and that all images within the ad are 300 dpi. Four color images must be CMYK mode in TIFF, EPS or PDF format. Ads can either be e-mailed to sherreem@sweetadelineintl.org or mailed on a CD. If ad is e-mailed, advertiser must call Sherree Murray at 800.992.7464 to confirm receipt of ad. The communications department is not responsible for lost ads that are e-mailed and not confirmed. Contact Stephanie Fehrle with questions on mechanical requirements on convention program ads. Typesetting assistance is available to advertisers for a \$35 charge in addition to the space cost.

Video Billboards - Announce your message to the captive audience inside the competition venue via our 12' x 16' big screens. Between performances, your message will be projected onto the screens all week. The frequency of display will depend on the number of advertisers. All slides must be in Microsoft Power Point On-Screen Format. Final screen resolution should be 1024 x 768. Advertising on the video billboard is \$185. A total of two slides is allowed for \$185. Additional slides can be purchased for a discounted price of \$70 each. Space reservations, materials and full payment are all due by **September 1, 2005**.

Daily Convention Newsletter - Distributed each morning Wednesday through Sunday, the daily newsletter furnishes up-to-the-minute details on convention activities as well as the previous day's competition scores. Business card-sized ads (2" x 3.5") will be available in each issue of the newsletter for \$75 (\$60 for member groups) each. Space reservations, materials and full payment are all due by **September 1, 2005**.

For questions regarding the above advertising options or if you would prefer to make your reservation over the phone, please contact the communications department at International Headquarters.

Sweet Adelines International reserves the right to refuse and/or limit advertising submitted for its official publications as governed by the policies of the organization.

SWEET ADELINES INTERNATIONAL

P.O. Box 470168 • Tulsa, OK 74147 • 9110 S. Toledo • Tulsa, Oklahoma 74137
800.992.7464 • Fax 918.665.0894 • 918.622.1444 • www.sweetadelineintl.org

Convention Mailing List - Send out your message to convention-going Sweet Adelines before they arrive, or remind them of your product or service after they return home. List sells for \$300 on disk. Preconvention deadline and payment is due by **September 1, 2005**.

Web Site Banner Ads - The Sweet Adelines International Web site (www.sweetadelineintl.org) is a very popular and busy place during the week of convention. Members log on to check the latest information during the convention week and to tune into the convention Webcast. Members also check the site weeks before the convention to plan their convention route. During convention week the Web site boasts an astonishing 402,000 hits per day, and 8,000 to 10,000 people listen to the Webcast. For only \$175 during convention month, a banner ad is the way to get your product or service noticed. Space reservations, materials and full payment are all due by **September 1, 2005**.



Sweet Adelines International Convention and Competition Advertising Reservation Form

Organization Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Convention Advertising Options

Commercial Member Rate

Convention Program

Interior pages, black & white

Full page (\$350/\$310) \$ _____
 1/2 page (\$200/\$175) \$ _____

Interior pages, Color

Full page (\$400/\$360) \$ _____
 1/2 page (\$250/\$225) \$ _____
 Two page spread (\$700/\$675) \$ _____

Covers, four color

Inside Back (\$550/\$475) \$ _____
 Back cover (\$650/\$560) \$ _____

Video Billboards

Full run (2 slides) (\$185) \$ _____
 Additional Slides (\$70 each) \$ _____

Convention Newsletter

Business Card Ad (\$75/60) \$ _____
 Specify day to run _____

Convention Mailing List

On disk (\$300) \$ _____

Web Site Banner Ad

Banner Ad (\$175) \$ _____

TOTAL AMOUNT DUE \$ _____

Terms of Payment

- Materials and full payment are due by specified due date, either August 1 or September 1.
- Any advertising reservation sheet received without payment will not be processed until full payment is received.
- Cancellations must be in writing. No refunds made after the September 1, 2005 deadline.

Return Information

Mail or fax application and payment to:
 Sweet Adelines International
 Communications Department
 9110 S. Toledo
 Tulsa, OK 74137
 918.622.1444 • 800.992.7464
 Fax: 918.665.0894

Payment Method

- Check (payable to Sweet Adelines International)
 Visa MasterCard Discover

Card Number _____

Expiration Date _____

Signature _____