



Sweet Adelines International Convention and Competition Advertising Rates and Specifications

International Convention Program - Deadline August 1, 2008

Ad Size/Location	Commercial Rate	Member Rate	Dimensions (w x h)
Interior pages, color			
Full page no bleeds	\$400	\$360	5.5" x 8.5"
Full page with bleeds	\$400	\$360	5.75" x 8.75"
1/2 page	\$250	\$225	3.5" x 4.5"
Two (2) page spread	\$700	\$675	11.25" x 8.75"
Interior pages, black & white			
Full page no bleeds	\$350	\$310	4.5" x 7.5"
Full page with bleeds	\$350	\$310	5.75" x 8.75"
1/2 page	\$200	\$175	3.5" x 4.5"
Covers, color			
Inside Back	\$550	\$475	5.75" x 8.75"
Back Cover	\$650	\$560	5.75" x 8.75"

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 commdept@sweetadelineintl.org or mailed on a CD. If ad is e-mailed, and a confirmation e-mail receipt is not sent back to you, call 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 Elizabeth Beach 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 **October 1, 2008.**

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 **October 1, 2008.**

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. Advertising on the Web site is \$175. Space reservations, materials and full payment are all due by **October 1, 2008.**

Webcast Shout Out - Purchase a :10 second live announcement to be read over the Webcast for only \$15 each. Announcement will be made prior to a performance group or at an approximate time and day, according to your preference. Announcements must not exceed 25 words. Full payment and copy are due by **October 1, 2008.**

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 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 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 October 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 October 1, 2008 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

Card Number _____

Expiration Date _____

Signature _____

