

Kneisel Hall Advertising Acceptance Form - 2007

I agree to buy the following advertising space in the **Kneisel Hall Chamber Music Festival 2007 Program**. Deadline for new or changed copy is April 1, 2007.

I understand that I can either enclose full payment now or be billed in July 2007. Full payment will be due by August 1, 2007.

Business: _____
Contact Person: _____
Address: _____

Email: _____
Web Page: _____
Phone: _____ Fax: _____

- Use same ad as last year
- New ad / Changed as is enclosed
- New ad / Changed ad will be sent to Kneisel Hall by _____

Black & White:

- Quarter page horizontal (4-1/2" x 1-7/8") \$125.00
- Quarter page vertical (2-1/4" x 3-3/4") \$125.00
- Half page (4-1/2" x 3-3/4") \$225.00
- Full page (7-1/2" x 4-1/2") \$275.00

4-Color:

- Quarter page horizontal (4-1/2" x 1-7/8") \$175.00
- Quarter page vertical (2-1/4" x 3-3/4") \$175.00
- Half page (4-1/2" x 3-3/4") \$300.00
- Full page (7-1/2" x 4-1/2") \$400.00

Payment:

- Payment is enclosed
- Please bill me

Signature _____

Printed name _____

Date _____

HOW TO SUBMIT AN AD

An ad in our program makes good business sense.

- Exposure Thousands of programs are distributed throughout the season-at every concert and event.
- Inexpensive Starting at only \$125 for a quarter page black & white ad.
- Referrals We send our patrons to you when they ask where to stay, where to eat, where to shop. We also offer a link to your website on our website.
- Music Two free tickets to a Master Class or Young Artist Concert (*reservation required*), a \$20 value.

How to submit an ad:

This year we are offering the option of submitting your 4-color ad in ¼, ½, or full page format.

- Submit your ad as either an Adobe InDesign document, a Photoshop file in layers or as an Illustrator file in layers.
- Ads can be submitted on a Mac formatted 100 MB zip disk, CD or electronically.
- If you are sending an ad that exceeds 2 MB, let us know and wait for our reply before sending files.
- Camera ready, no extra charge.
- Any changes to the ad by us will be an additional \$35.
- Include all image files and fonts used in the ad. If you do not provide fonts we will use our own and cannot be responsible for changes in appearance due to substitutes.
- Send art that is clean and black with no folds if submitting hard copy for us to create your ad.
- Photos should be gloss or matte. Do not submit silk finish photos.
- Photos sent as electronic files for a black and white ad should be grayscale tiff or jpegs at least 300 dpi.

Where to submit an ad:

- Mail: Advertising Manager, Kneisel Hall, PO Box 648, Blue Hill, ME 04614
- Electronically: festival@kneisel.org
- **DEADLINE:** Must be received in our office by April 1, 2007.