

# ADVERTISING AGREEMENT WISCONSIN STATE MUSIC CONFERENCE

OCTOBER 27-29, 2010, MONONA TERRACE, MADISON, WI

[www.wmea.com/conference](http://www.wmea.com/conference)

## ADVERTISER INFORMATION

Advertiser Name: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

## ARTWORK CONTACT (LEAVE THIS SECTION BLANK IF SAME AS ABOVE)

Contact Person: \_\_\_\_\_ Company: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## OPPORTUNITIES SELECTED

### CONFERENCE PROGRAM AD

#### Ad Space Reservation and Artwork Due September 3.

Ad Type	Dimensions	Non-Exhibitor Cost	Exhibitor Cost	Extended Cost
<input type="checkbox"/> Outside Back Cover (Color)	7.75" w x 10" h	Not Available	\$700	\$ _____
<input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover	7.75" w x 10" h	Not Available	\$450	\$ _____
<input type="checkbox"/> Full Page	7.75" w x 10" h	\$450	\$350	\$ _____
<input type="checkbox"/> Horizontal Half Page	7.75" w x 4.875" h	\$300	\$230	\$ _____
<input type="checkbox"/> Vertical Half Page	3.75" w x 10" h	\$300	\$230	\$ _____
<input type="checkbox"/> Quarter Page	3.5" w x 4.75" h	\$250	\$175	\$ _____

### CONFERENCE PROGRAM LOGO INCLUSION

#### Logo Space Reservation and Artwork Due September 3.

Your 1 1/2" w x 1" h logo above your company description in the Conference Program \$50 \$ \_\_\_\_\_

### REGISTRATION FOLDERS

#### Space Reservation Due September 3; Artwork Due September 10.

6" w x 3" h full color ad on the inside right or left flap of all Conference Folders. \$500 \$ \_\_\_\_\_

### WSMA STATE HONORS MUSIC PROJECT PRINTED PROGRAM AD

#### Sponsorship Reservation and Artwork Due August 30.

<input type="checkbox"/> High School Honors Program	Outside Back Cover Ad	(4,000 printed; 6 1/2" w x 10 1/2" h)	\$750	\$ _____
<input type="checkbox"/> High School Honors Program	Interior Full Page Ad	(4,000 printed; 6 1/2" w x 10 1/2" h)	\$650	\$ _____
<input type="checkbox"/> Middle Level Honors Program	Outside Back Cover Ad	(2,000 printed; 6 1/2" w x 10 1/2" h)	\$500	\$ _____
<input type="checkbox"/> Middle Level Honors Program	Interior Full Page Ad	(2,000 printed; 6 1/2" w x 10 1/2" h)	\$400	\$ _____

### NAME BADGES

#### Sponsorship Reservation and Artwork Due August 5.

Your 3 1/2" w x 2" h message will be printed on the back of all attendee name badges. \$500 \$ \_\_\_\_\_

### ATTENDEE RESOURCE CENTER WEB BANNER

Your WMEA-approved non-animated web graphic rotating within the Attendee Resource Center web pages (GIF or JPEG, 180 pixels wide x 150 pixels high) \$200 \$ \_\_\_\_\_

### ATTENDEE PRE-REGISTRATION NEWSLETTER ADVERTISEMENT

#### Sponsorship Reservations and Artwork due September 9, September 28, and October 5. (Newsletters sent weeks of September 20, October 4 and 18)

Your WMEA-approved ad including a 100-word message, 100x100 pixel non-animated GIF or JPEG graphic, and a link to your web site included in one of three html newsletters to WMEA members prior to the conference (limit one advertiser per newsletter) \$150 \$ \_\_\_\_\_

**SUBTOTAL** \$ \_\_\_\_\_

**10% WMEA 50TH ANNIVERSARY COMMEMORATION SPONSOR DISCOUNT (IF APPROPRIATE)** - \$ \_\_\_\_\_

**\*\*\* SECOND PAGE SIGNATURE REQUIRED \*\*\*** **TOTAL AMOUNT DUE TODAY:** \$ \_\_\_\_\_

PLEASE RETURN THIS APPLICATION WITH PAYMENT IN FULL (CHECKS PAYABLE TO WMEA) TO:

**WISCONSIN MUSIC EDUCATORS ASSOCIATION, ATTN: MICHELLE DIETZ, 1005 QUINN DRIVE, WAUNAKEE, WI 53597**  
[www.wmea.com/conference](http://www.wmea.com/conference) ♪ 608.850.3566 (PHONE) ♪ 608.850.3515 (FAX) ♪ [mdietz@wsmamusic.org](mailto:mdietz@wsmamusic.org)

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## TERMS AND CONDITIONS

Acceptance of all advertising opportunities by WMEA is subject to availability at the time of receipt of payment. WMEA reserves the right to refuse or discontinue any advertisement in which content is not in keeping with WMEA standards. WMEA agrees to inform the advertiser of any content problems and work with the advertiser to ensure mutual ongoing satisfaction.

Payment must be received in full before any production work begins. A signature on this agreement is the expressed authorization of the advertiser or agency for WMEA to publish the advertisements and/or produce the promotional items. Advertising agency commission is not allowed.

Complete details for the **50<sup>th</sup> Anniversary Commemoration Sponsorship**, which entitles sponsors to a **10% discount** on advertising in the printed conference program, are available at [www.wmea.com/conference/WMEA50thAnniversary.html](http://www.wmea.com/conference/WMEA50thAnniversary.html).

## ARTWORK REQUIREMENTS

The Artwork Contact Person indicated on the front page of this agreement will be contacted via email upon acceptance of this Agreement by WMEA.

All artwork intended for print must be formatted as a high quality PDF. All fonts and graphics must be embedded, and the file may not be compressed or password protected.

All web graphics must be formatted as non-animated GIF or JPEG files, 40 kb or less.

## ARTWORK SUBMISSION

You may either:

- ✓ Upload your file at: [www.wsmamusic.org/ftp](http://www.wsmamusic.org/ftp) (**preferred**), or
- ✓ Mail your CD to: WMEA, Advertising Dept., 1005 Quinn Drive, Waunakee, WI 53597

## PAYMENT

**Payment in full must accompany order. No invoices will be sent.**



Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expires (MM/YY): \_\_\_\_\_

Check enclosed for total amount due. Check Number: \_\_\_\_\_

## SIGNATURE

**In making this application, we agree to comply with the terms of this two-page agreement. These items are hereby made part of this contract.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PLEASE RETURN THIS APPLICATION WITH PAYMENT IN FULL (CHECKS PAYABLE TO WMEA) TO:**

**WISCONSIN MUSIC EDUCATORS ASSOCIATION, ATTN: MICHELLE DIETZ, 1005 QUINN DRIVE, WAUNAKEE, WI 53597**

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