



Advertising Rates Requirements & Submission Information

GREETINGS!

With this letter you will find everything you need to purchase an ad in the program book for the Central Arizona Chapter AGO's **Phoenix Rising: Region IX Festival 2009**, June 22–25 in the Phoenix Metropolitan area. The convention will be headquartered at the elegant Arizona Biltmore, a 5-Star resort of historic note.

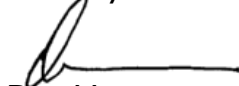
We expect many organ enthusiasts to attend this first-class convention. You will hear some of the world's greatest organists performing on magnificent organs, including many new instruments built since we last hosted a regional convention. Workshops will cover wide-ranging topics appealing to both amateur and professional organists and choral directors. You will hear some of Arizona's finest choirs. You can be assured of targeting a large and strategic international audience.

Simply complete the attached form and send it to us with your ad and your check. Payment must be made in US currency. No ad will be considered without payment in full. We cannot accept credit cards or wire transfers, nor can we send invoices. Every advertiser will receive a CD-ROM version of the convention book. **Deadline for receipt of contract, payment and ad is March 1, 2009.**

All pages in the Program Book will be printed in full color. The inside front cover, inside back cover, and the back cover will be available on a first-come, first-served basis, and they sell quickly. I urge you to contact me about their availability by email before sending in your reservation form. The fold-over bookmark will be used all week long and will get a lot of attention. It will be sold at the half page back cover rate. All advertising details also appear on the convention website, www.AGOinPhoenix.com.

You may also place your flyer or brochure in each attendee's registration packet. The cost for this service is \$75.00. Brochures must not exceed 30 pages. For further details contact Doug Benton at bellmaster@earthlink.com.

Sincerely,



Don Morse
Program Book Chair
c/o Central United Methodist Church
1875 North Central Avenue
Phoenix, Arizona 85004
602.258.8048 ext. 105

Advertising Regulations

The AGO Phoenix Rising 2009 Official Program Book is published by the Convention Steering Committee in cooperation with the American Guild of Organists (“Publishers”) for the 2009 Regional Convention. The American Guild of Organists is a non-profit, education organization chartered by the Board of Regents of the State of New York in 1896.

Publishers reserve the right to decline any advertisement, before or after the published closing date that does not meet with their approval. Improper or exaggerated copy will not be accepted. 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.

Contract and Copy Regulations

- 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 advertising schedule or any amendment thereto.
- Advertiser and/or advertising agency assume liability for all content (including text and illustrations) of advertisements printed, and also assume responsibility for any claims there from made against Publishers and agree to indemnify Publishers against any expense and loss suffered by reason of such claims.
- All ads are noncommissioned. There are no cash discounts. As the booklet is in stunning full color, quoted rates are already discounted. Payment must be made in U.S. dollars, either by international money order or by a check drawn on a U.S. bank. Each advertiser will receive one complimentary copy of the program book. All display advertising requests must be confirmed with a completed reservation (enclosed) or letter of request.
- Outside back cover, inside front and inside back cover reservations will be honored on a first-come, first-served basis subject to receipt of order and payment. Cover ads must be in full color.
- An advertiser using an advertising agency is responsible for any debts incurred by the agency in the advertiser’s name. If an advertising agency defaults on payment or declares bankruptcy, the advertiser will pay all costs directly to the Publishers, regardless of whether the defaulting agency has already been paid for the space.
- Only electronic press-ready files will be accepted for Standard Advertising. If you are unable to provide electronic press-ready files yourself, Kinko’s or a local printer can create a file for you from your copy.
- Greeting Card/Professional Card ads may be sent text only, black and white, maximum 75 words. Ads will be typeset at our discretion in Adobe Garamond with a surrounding black rule. Copy should be sent via email to Trish Hadley – trish@bluefiremultimedia.com
- All ads must be submitted either on a computer disk, as outlined on the sheet containing Advertising Rates and Specifications, on an email attachment, if under two megabytes, or by ftp upload. Files should not exceed fifty megabytes. *Only electronic files will be accepted.* Please.
- Purchase of advertising assumes agreement with all stated policies of this advertising contract.

Ad Sizes & Requirements

Outside Back Cover

Bleed extends by .125 (1/8") on all sides Trim
8.5 W x 11 H, Live Area 8 W x 10.5 H

Inside Covers (Front or Back)

Bleed extends by .125 (1/8") on all sides Trim
8.5 W x 11 H, Live Area 8 W x 10.5 H

Interior Ads

Full Page: 8 W x 10.5 H – no bleeds
8.5 W x 11 H with .125 (1/8") bleeds
Live area 8 W X 10.5 H

1/2 Page: Horiz: 8 W x 5.127 H
Vert: 3.875 W x 10.5 H

1/4 Page: Horiz: 8 W x 2.5 H
Vert: 3.875 W x 5.1275 H

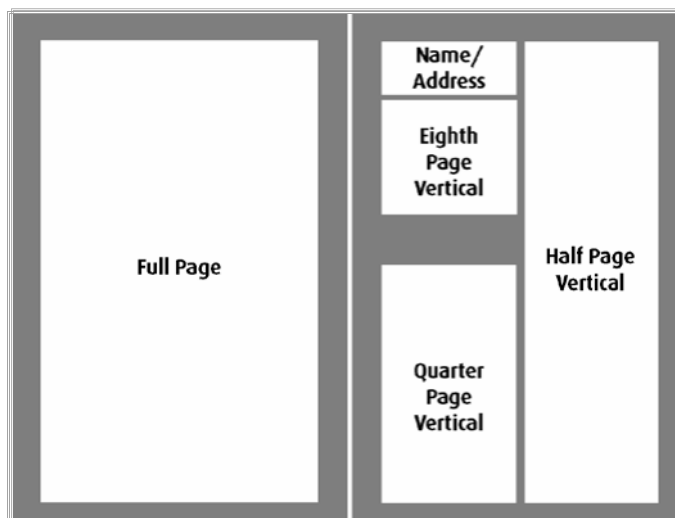
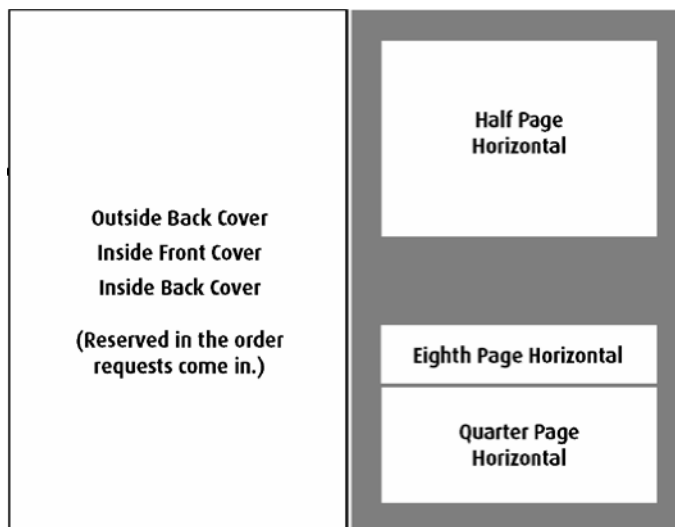
1/8 Page: Horiz: 8 W x 1.25 H
Vert: 3.875 W x 2.5 H

Greeting/Professional Card:
3.875 W x 1.25 H

Accepted Formats:

- PDF, TIFF or JPG Files 300 dpi at 100% Ad Size.
- Adobe InDesign CS2 or below. Include placed images and convert all type to outlines.
- Ads must be specified with CMYK process colors.
- If supplying artwork with native files, images must be 300 dpi at 100%.

Submitting Your Ad:
Either mail on CD/DVD to:
BlueFire Multimedia LLC
122 Spring Street
Midland, MI 48640



Or send electronically via FTP:

<ftp://www.bluefiremultimedia.com>

username: bluefireclient

password: clientFTP1

Please place in AGO folder and label your folder with business or organization name.

Ad Rates & Contract

Deadline for space reservation, payment, and advertising materials is March 1, 2009

Advertiser Name: _____

Person placing order: _____ Telephone Number: _____

Address: _____

City/State/Zip: _____

Country: _____ Email: _____

I/we have read and understand the schedule terms and conditions of this agreement and will abide by them.

_____|_____

Signature/Title

Date

(All ads are 4 process color)

Quantity	Size	Cost
	Outside Back Cover – <i>must be full color</i>	\$1,000.00
	Inside Covers <i>Please circle one: Inside Front Inside Back – must be full color</i>	\$750.00
	Back Cover Fold Over – <i>1/2 page cover rate – must be full color</i>	\$500.00
	Full Page	\$425.00
	1/2 Page <i>Please circle one: Horizontal – Vertical</i>	\$250.00
	1/4 Page <i>Please circle one: Horizontal – Vertical</i>	\$150.00
	1/8 Page <i>Please circle one: Horizontal – Vertical</i>	\$65.00
	Greeting/Professional Card – <i>3 or 4 lines of type only</i>	\$45.00

Total \$ _____

Payment must be received with this order.

- **Cancellations prior to March 1, 2009 will receive a full refund, less a \$50.00 administrative fee**
- **Return this contract form without your advertising and materials will full payment.**
- **A PDF proof will be returned to you via email to ensure that what you sent is what we have received.**

Send this contract and payment to:

**Don Morse
Phoenix Rising Program Book Chair
C/O Central United Methodist Church
1875 North Central Avenue
Phoenix, Arizona 85004**

**Check must be drafted to
CAZAGO Phoenix Rising**