

# NCDA ADVERTISING CONTRACT

## Short Notes 2010-2011 & Summer Conference 2011

ORDER FORM  
2010-2011  
Publication Season

\_\_\_\_\_  
FIRM/ORGANIZATION NAME

\_\_\_\_\_  
CONTACT PERSON

\_\_\_\_\_  
FIRM/ORGANIZATION ADDRESS

\_\_\_\_\_  
CITY STATE/PROVINCE ZIP/POSTAL CODE

\_\_\_\_\_  
PHONE NUMBER FAX NUMBER

\_\_\_\_\_  
E-MAIL ADDRESS

\_\_\_\_\_  
SPECIAL INSTRUCTIONS

\_\_\_\_\_  
AUTHORIZED SIGNATURE DATE

Contact Information for ad development and graphic design:

Same as above

Name: \_\_\_\_\_

Email: \_\_\_\_\_

**Make checks payable to: NCDA**  
No P.O.'s or credit cards please.

**Send Contract, Payment, & Ad Copy to:**

NCDA Advertising Chair  
Sheri Fraley  
2350 SW 47<sup>th</sup>  
Lincoln, NE 68522  
(402) 310-4359  
sheri.fraley@yahoo.com



**About NCDA:** The Nebraska Choral Directors Association serves over 300 members and is a North Central region state ACDA\* chapter. The annual NCDA Summer Conference attracts and serves 100-200 members with interest sessions, concerts, reading sessions, conductors' chorus, headliner clinicians, and much more. Each participant receives a convention booklet which will display your advertisement. Exhibit time is built into the schedule with reading session music pick-up in the exhibit area. \*American Choral Directors Association

**Terms & Conditions:** NCDA is hereby authorized to insert advertisement(s) in the Nebraska Choral Directors Association publications as indicated on this form. Full payment is enclosed. I acknowledge that no refunds will be made. NCDA reserves the right to approve and edit all materials proposed for publication and distribution. Ads are printed in black & white or grayscale.

**Ad Copies:** Accepted as high-resolution PDF or JPG files at 300 dpi and at actual size. All fonts & graphics should be embedded. E-mail submissions are required. Printed ads are not accepted.

**\*\*Ad Development:** NCDA will produce an ad with information provided, including any images and logos. NCDA will design the ad in a manner that upholds the standards of its publications. NCDA holds the reproduction rights of the ad. This service includes a fee of \$50 per ad. To buy the rights of the ad, the total development fee per ad is \$75. Once an ad is created it may be updated periodically for only \$25 each time.

### IMPORTANT DATES:

**Submission Deadlines:**

Fall Issue: August 4, 2010

Winter Issue: December 1, 2010

Spring Issue: April 1, 2011

Conference Program: June 16, 2011

**Publication Dates:**

Fall Issue: September 1, 2010

Winter Issue: January 1, 2011

Spring Issue: May 1, 2011

NCDA Summer Conference: July 11-14, 2011

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### NCD A Advertising Order

All ads are to be submitted in grayscale unless the color option is selected below. Summer ads are grayscale only.

AD ORDER	DIMENSIONS	PRICE (Savings)	ORDER DETAIL	TOTAL
<b>PACKAGE A*</b> : Includes all 3 Short Notes issues, NCD A Summer Conference Booklet ad, and one exhibitor table at the summer conference. Each additional exhibitor table is \$68.	<u>CIRCLE ONE:</u> Full Page Half Page Quarter Page Eighth Page	\$704 (Save \$124) \$481 (Save \$84) \$332 (Save \$58) \$213 (Save \$37)	Your exhibit order will be forwarded. Expect a contract for this order by June. This includes one table.  Additional Tables @ \$68 = _____	= \$
<b>PACKAGE B*</b> : Includes all 3 Short Notes issues and one exhibitor table at the summer conference. Each additional exhibitor table is \$68.	<u>CIRCLE ONE:</u> Full Page Half Page Quarter Page Eighth Page	\$648 (Save \$72) \$446 (Save \$49) \$311 (Save \$34) \$203 (Save \$22)	Your exhibit order will be forwarded. Expect a contract for this order by June. This includes one table.  Additional Tables @ \$68 = _____	= \$
<b>PACKAGE C*</b> : Includes all 3 Short Notes issues and NCD A Summer Conference Booklet ad.	<u>CIRCLE ONE:</u> Full Page Half Page Quarter Page Eighth Page	\$678 (Save \$75) \$441 (Save \$49) \$284 (Save \$31) \$158 (Save \$17)		= \$
<b>PACKAGE D*</b> : Includes all 3 Short Notes issues.	<u>CIRCLE ONE:</u> Full Page Half Page Quarter Page Eighth Page	\$612 (Save \$33) \$399 (Save \$21) \$256 (Save \$14) \$142 (Save \$8)		= \$
Full page – Summer Program Book	[4.5" w x 7.5" h]	\$108	QTY x	= \$
Half page – Summer Program Book (horizontal or vertical)	[4.5" w x 3.625" h] [2.125" w x 7.5" h]	\$70	QTY x	= \$
Quarter page – Summer Program Book	[2.125" w x 3.625" h]	\$45	QTY x	= \$
Eighth page – Summer Program Book	[2.125" w x 1.75" h]	\$25	QTY x	= \$
Full page – Short Notes	[7.75" w x 9.75" h]	\$215	Circle One: Fall Winter Spring	= \$
Half page – Short Notes (horizontal or vertical)	[7.75" w x 4.75" h] [3.75" w x 9.75" h]	\$140	Circle One: Fall Winter Spring	= \$
Quarter page – Short Notes	[3.75" w x 4.75" h]	\$90	Circle One: Fall Winter Spring	= \$
Eighth page – Short Notes	[3.875" w x 2.175" h]	\$50	Circle One: Fall Winter Spring	= \$
<b>COLOR OPTION: Available on a first come, first served basis. Package orders will be given priority. Choose page option below:</b>				
<input type="checkbox"/> Full, Inside Front Cover: Add \$100 per issue. Add \$300 for package order. Bleed: 8.75" x 11.25"		<input type="checkbox"/> Full, Inside Back Cover: Add \$100 per issue. Add \$300 for package order. Bleed: 8.75" x 11.25"		<input type="checkbox"/> Half Page, Back Cover: Add \$65 per issue. Add \$195 for package order. Horizontal Only: 7.75" x 4.75"
			Color Option (check choice above)	= \$
			<b>Subtotal =</b>	<b>= \$</b>
<b>**Ad Development and Graphic Design Service:</b>		Circle One: Ad \$50 – Ad w/rights \$75 – Update \$25		= + \$
Edit fee for dimension/color correction:		\$10.00 ea.	Amount =	= + \$
			<b>TOTAL AMOUNT DUE =</b>	<b>= \$</b>

\*All package ads must be the same size. However, ads for each publication can be updated with a new ad copy. Please see dimension sizes found on individual ad listings. Exhibitor tables are regularly priced at \$75 each.

~ Ads that must be resized or color corrected by the editor will be charged an additional \$10 fee per publication. ~