



This is an agreement between the ACDA Eastern Division and _____ to place advertising in one or more of ACDA East’s membership publications. Please refer to our current rate card for advertising fees and deadlines. All inquiries, as well as all forms, payment and ad copy should be sent to Allyssa Jones, Public Relations and Marketing Coordinator, at aj@allyssajones.com.

I. Contact Information

<i>Organization Name</i>	<i>Reservation Date</i>
<i>Contact</i>	<i>Title</i>
<i>Street Address</i>	<i>Phone</i>
<i>City</i> <i>State</i> <i>Zip</i>	<i>Fax</i>
<i>Email Address</i>	<i>Contact Signature</i>
<i>Website Address</i>	<i>Signature indicates understanding of, and agreement to, the terms on the reverse.</i>

2. Ad Reservation

Please select options and total the advertising cost, per our current rate card.

(a) Troubadour - Submit a separate form for each Troubadour reservation.

Ad order: 1/2 page (\$100) 1/4 page (\$60) business card (\$30)

Ad issue: Sept Dec Apr

Subtotal: \$ _____

(b) ChoraLink - Order up to three (3) consecutive months of sponsorship.

Ad order: 1 month (\$175) 2 months (\$315 *after discount*) 3 months (\$446 *after discount*)

Ad month(s): Jul Aug Sept Oct Nov Dec
 Jan Feb Apr May Mar Jun

Subtotal: \$ _____

(c) ACDA East website - Submit a separate form for each 30-day ad period.

Ad cost: Home page (\$150) Single section (\$75) 2 sections (\$150)
 3 sections (\$200)

Ad location(s): Home page R & S page Conference page
 Jobs page Troubadour page Chapter links page

Subtotal: \$ _____

Total advertising order: \$ _____

3. Terms & Guidelines

- Reservation form is required and terms must be agreed upon before ad is posted. Signature on this form indicates understanding of, and agreement to, these terms.
- Website ad is posted in rotation on selected sections starting on the requested date in increments of 30, 60, or 90 days.
- Payment terms: net 30 days. Any delinquent payment may result in cancellation of ad posting.
- All ads are subject to the approval of ACDA, including, but not limited to, subject matter, size, images, hyperlink and typography.
- ACDA reserves the right to edit or remove advertisements at any time.
- ACDA is not responsible for design of ad and is not responsible for errors.
- All forms, payment and ad copy should be forwarded to Allyssa Jones via mail or email to the address at the bottom of this form.

Technical Specifications

For additional information or clarification, please go to <http://acdaeast.org/advertising.html> or email Allyssa Jones at aj@allyssajones.com.

- a. *Troubadour* ad copy must be in jpg or pdf format, all fonts and graphics embedded. All graphics should be low resolution - 72 dpi. Web ads for 1/2-page advertisers should be 134 pixels wide x 230 high, 72 dpi resolution (jpeg or png file). Ad sizes are as follows:
 - 1/2 page ad: 7.5" wide by 5" high
 - 1/4 page ad: 7.5" wide by 2.5 inches high
 - Business card: 3.5" wide by 2 inches high
- b. *ChoraLink* ad copy may be up to 440 pixels wide by 330 pixels high, at a resolution of 72 dpi (dots per inch). Format must be jpg or png.
- c. Website ads must adhere to the following guidelines:
 - All ads must be 134 pixels wide x 230 pixels high, at a resolution of 72 dpi (dots per inch). Format must be jpg or png.
 - Ads will be indexed on the Advertisers page
 - Ad submissions should include a URL to which the ad should link.
 - To avoid misidentification, the ad file name should be the same as that of the advertiser.

4. Submission

1. Print and mail (or scan and email) this form before making payment.
2. Submit ad copy along with form. If submitting by mail, properly formatted ad copy must be on data CD. If submitting by email, attach ad copy files along with the ad reservation form to the email.
3. Upon email confirmation and invoice, submit payment to ACDA East online via Paypal, or by check mailed with printed invoice.

4. Send forms, ad copy and check payments to:
 - Allyssa Jones
 - 2 Hancock Street #421
 - Quincy, MA 02171
 - aj@allyssajones.com
 - fax: (617) 635-8854 – *Please call before faxing*
 - phone: (617) 331-1216

For office use only

rcvd _____ invcd _____ pd _____ # _____ contacts _____