



**2011-2012 BLUE HERON  
CONCERT PROGRAM BOOK ADVERTISING INSERTION ORDER**

Insertion Deadline September 23, 2011  
Artwork Deadline September 30, 2011

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**Advertiser Information**

Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ WWW. \_\_\_\_\_  
Authorized Signature \_\_\_\_\_  
Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Please Print

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**Rates & Dimensions (includes placement in all self-presented performance programs for season 10/2011 – 6/2012)**

Placement on outside back cover, inside front cover, or inside back cover

- \_\_\_ Back Cover – b/w (6-1/2" w by 8" h)..... \$725
- \_\_\_ Full page – b/w (6-1/2" w by 8" h)..... \$525
- \_\_\_ Half page horizontal – b/w (6-1/2" w by 3-7/8" h)..... \$350
- \_\_\_ Quarter page – b/w (3-1/8" w by 3-7/8" h)..... \$185

Placement on interior pages

- \_\_\_ Full page – b/w (6-1/2" w by 8" h)..... \$385
- \_\_\_ Half page horizontal – b/w (6-1/2" w by 3-7/8" h)..... \$225
- \_\_\_ Quarter page – b/w (3-1/8" w by 3-7/8" h)..... \$115

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**Materials**

- High-resolution PDFs preferred. EPS (convert all fonts to outlines before saving), or high-resolution TIFF (at least 600 dpi) files are accepted.
- Adobe InDesign and Adobe Illustrator. If native files are sent, include or convert fonts to outlines before sending.
- Grayscale ads must be 600 dpi at final size. Bitmap (black and white) ads must be 900 dpi at final size.
- High resolution camera ready ads may also be sent.
- Ads may be sent digitally by e-mail to [office@blueheronchoir.org](mailto:office@blueheronchoir.org)

***Ads not sent in proper form will be returned or you may incur an additional fee for conversion.***

**Payment, Terms and Conditions (payment is due with insertion order)**

Please make check payable to: *Blue Heron Renaissance Choir, Inc.*

TOTAL AMOUNT DUE: \$ \_\_\_\_\_

Terms and Conditions: This order is good only for the publication stated above. Use of these services constitutes the customer's agreement with said terms. Payment is due with advertising insertion order. Services and deliverables provided to participants are provided without warranties of merchantability or fitness for a particular purpose. Customer agrees that Blue Heron Renaissance Choir, Inc.'s maximum liability hereunder due to errors and/or omissions shall not exceed payments made by the customer for the aforementioned services.

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**Submission (please send completed insertion order and payment by September 23 using enclosed return envelope. Advertisement may be sent as e-mail attachment and is due by September 30)**

Blue Heron, 45 Ash Street, Auburndale, MA 02466

For additional information we may be contacted at: [office@blueheronchoir.org](mailto:office@blueheronchoir.org), or by phone: (617) 960-7956