



Johnny Appleseed District

Barbershop Harmony Society

**Convention & Contest
Advertising Guide**

jadconvention@gmail.com

Ads Work!

Get your ad in front of fellow Barbershoppers and their friends from all over the Johnny Appleseed District, and beyond!

Chapters: Promote your chapter show or special event, sell tickets or, wish a quartet or friend good luck in the contest!

Quartets: Promote your quartet or a special show to the best audience, or just wish everyone the best of luck!

Individual Members: Give a shout out to your favorite person or group.

Tax Deductible: All ads are tax deductible.

Two Ways to Advertise at All Conventions

Big Screen Ads: Big Screen ads will be displayed during activities in the main venue for the convention. The cost covers all events all weekend long.

Printed Program Ads: You may choose to place an ad in the printed program.

Prices

Big Screen Ads:

- Advertisements (10 second duration) \$25
- Shout Outs (7 second duration) \$15

Printed Program

- Quarter Page (3" W x 2.5" H) \$25
- Half Page (3" W x 5" H) \$50
- Three Quarter Page (3" W x 7.5"H) \$75
- Full Page (3" W x 10"H) \$100
- Inside Covers (3" W x 10" H) \$200 (Two available per event)
- Back Cover (3" W x 10" H) \$300 (One available per event)

Ad Specifications

Big Screen Ads:

- Ad must be provided ready to be displayed on the screen.
- Microsoft PowerPoint is the only acceptable format.
- The ad must be in a 16:9 format.
- There will be no audio.
- Text should be a minimum of 36-point font.
- No transitions or animations should be used.
- Use of color is encouraged.
- Each ad must be submitted in a separate file.
- Each ad must meet the time duration limit.
 - Regular advertisements – 10 seconds
 - Shout Outs – 7 seconds
- Final output will be presented in a 16:9 format.

Printed Program Ads:

- Inside covers and outside covers can be either b/w or color.
- All inside ads will be b/w or grayscale.
- A high-quality print ready file must be provided.
- TIFF or EPS formats are preferred. Other formats may be accepted but may not print at the same quality as the preferred formats.
- Ads must have a discernible border.
- Special Instructions
 - Convert all fonts to outlines.
 - For interior program ads be sure all inks, gradients, and line use shades of black ink.
 - When exporting the file as an EPS, select the “Embed all fonts” or equivalent option.

General Guidelines

- Ad copy and payment is due 3 weeks prior to the event.
- All chapter show ads, Big Screen or Printed Program, must be cleared through the District Secretary.
- Questions or comments may be sent to jadconvention@gmail.com
- Submit all ads to jadconvention@gmail.com.
- Pay for the ads at [Convention Advertisements](#).
- No ad will be used until full payment has been received.

Examples of Ad Sizes

Full Page – 3” W x 10” H

SINGING CHANGES LIVES. JOIN THE CAUSE.

By donating to Harmony Foundation, you are investing into programs that change lives by providing singing opportunities and education. We all know the many benefits of singing.

Harmony Foundation is here to connect you, the singing community, to the impact partner programs that will ensure singing for generations to come.

TEXT HARMONY TO 56512



CONNECT. ENRICH. SING.



OTHER WAYS TO GIVE

BY PHONE: TOLL FREE (866) 706-8021

ONLINE: HARMONYFOUNDATION.ORG

BY MAIL: 110 SEVENTH AVE NORTH, SUITE 200, NASHVILLE, TN 37203

Contact our Donor Care Center: donorcenter@harmonyfoundation.org

Quarter Page – 3” W x 2.5” H

SAVE THE DATE - JAN 17-18, 2020

SAVE THE DATE - JAN 17-18, 2020

Leadership Academy

- Training for new and returning chapter officers.
- Digital Marketing
- Secrets of membership
- Getting gigs

LeadAc Plus

- Classes to help with show production
- Electives for personal growth

Small Chorus Coaching

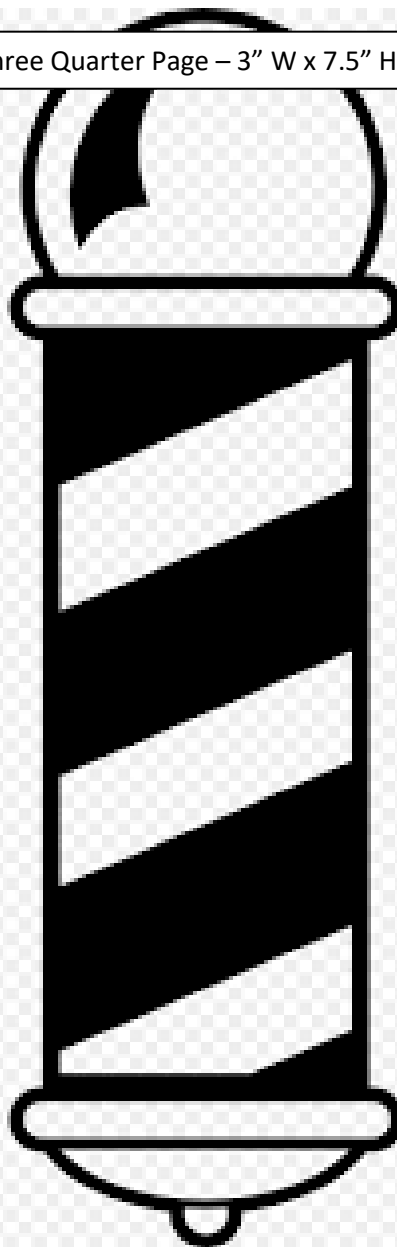
Lots of classes

- Administration/Leadership
- Performance
- Membership
- Marketing

Special Guest Quartet:

Instant Classic

Three Quarter Page – 3” W x 7.5” H



Half Page – 3" W x 5" H



Quarter Page – 3" W x 2.5" H



NEXT
GENERATION
BARBERSHOP

Quarter Page – 3" W x 2.5" H

