



# CONVENTION

Advertising Guide

## Display Ad Sizes and Pricing *(the Panels in This Advertising Guide Are Examples)*

| Ad Type   | Ad Size       | Ad Price |
|---|---------------|----------|
| Quarter Page Horizontal   | 2.25" x 3.5"  | \$50     |
| Quarter Page Vertical   | 3.5" x 2.25"  | \$50     |
| Half Page   | 3.5" x 4.5"   | \$75     |
| Full Page   | 7.5" x 4.5"   | \$150    |
| Full Page - Outside Back Cover  | 7.5" x 4.5"   | \$250    |
| Program Sponsor<br><i>On Front Cover Only   Limit 2 Per Convention   Logo Only</i>          | 1.75" x 2.25" | \$150    |
| Contest Sponsor<br><i>At Beginning of Each Session   Limit 2 Per Convention   Logo Only</i> | 1" x 1"       | \$100    |



**Johnny Appleseed/Cardinal District Spring Convention | March 25-26, 2022**  
Dayton Convention Center | 22 E 5th St, Dayton, OH 45402

Advertisement or Sponsorship  
Submission Deadline is **Sept 21, 2022**  
*Earlier Submission is Appreciated*

## Display Ad Sizing Examples *(True to Size)*

Quarter Page Vertical

Half Page

Quarter Page Horizontal

Program Ad Sponsor  
*(Logo Only)*

Contest  
Sponsor  
*(Logo Only)*

**Are You Ready to Advertise Your Product or Service?**

Opportunities Available for area businesses, sponsors, chapters, and quarters.

## Display Ad Sizing Examples *(True to Size)*

### Display Ads Work!

Get your ad in front of fellow babershoppers and their friends from all over JAD, CAR, and beyond!

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

**Businesses:** support your community and local a-capella singing too! Sell your products and services by advertising to convention attendees and competitors as they visit your area over the weekend and support your neighborhood community.

Full Page *and*  
Full Page Outside Back Cover

## General Advertising Guidelines

Advertising and sponsorship artwork and payment are due 3 weeks prior to every convention to the Program Designer (contact information below). If an advertisement or payment will not be submitted until after the deadline, arrangements must be made with the Program Designer prior to the deadline.

All advertisements and sponsorships will be printed in Black & White (B&W) unless otherwise noted. Any advertisements sent in color will be converted to B&W at the discretion of the Program Designer.

All chapter show announcements must be cleared through the District Secretary in order to appear in the program.

Payment for advertisements can be made on the convention Eventbrite page at: **[www.singjad.com/conventions-events](http://www.singjad.com/conventions-events)**. If a check is required, contact **[jad.conventions@gmail.com](mailto:jad.conventions@gmail.com)** for further instruction.

## Program Contact Information

**Program Manager:** Sharon Stevens, [JAD.Conventions@gmail.com](mailto:JAD.Conventions@gmail.com)

**Director of Events & Conventions:** Nathan Miller, [NMillerJAD@gmail.com](mailto:NMillerJAD@gmail.com)

