



THE 49<sup>TH</sup> CONVENTION OF THE  
AMERICAN GUILD OF ORGANISTS  
JUNE 22-26, 2008  
MINNEAPOLIS/ST. PAUL, MINNESOTA

Dear Prospective Advertiser:

With this letter you will find everything you need to purchase an ad in the program book for the 2008 National Convention of the American Guild of Organists to be held June 22-26 in the Twin Cities of Minneapolis and Saint Paul. The convention will be headquartered at the elegant Hilton Hotel in the heart of downtown Minneapolis.

We expect over 2100 organ enthusiasts to attend this first-class convention. You will hear some of the world's greatest organists performing on magnificent organs, including instruments built since we hosted the standard-bearing convention in 1980. The convention will feature a number of newly commissioned organ and choral works from top-flight composers. Over seventy workshops will cover wide-ranging topics appealing to both amateur and professional organists and choral directors. You will hear some of Minnesota's world-class choirs along with the renowned choir of Saint Paul's Cathedral, London. You will also attend Michael Barone's *Pipedreams* live (for broadcast the following October). You can be assured of targeting a large and strategic international audience.

Simply complete the attached form and send it to us with your ad and your check. Payment must be made in US currency. No ad will be considered without payment in full. We cannot accept credit cards or wire transfers, nor can we send invoices. Every advertiser will receive a CD-ROM version of the convention book. *Deadline for receipt of contract, payment and ad is **March 15** (December 31 for cover ads and bookmark).*

If you are renting an exhibit booth or demonstration room you are entitled to a 10% discount on a full-page black-and-white ad. Two booths entitle you to a 10% discount on each of two full-page black-and-white ads. Three booths entitle you to a 10% discount on each of three full-page black-and-white ads.

Three full-page cover ads and the fold-over bookmark are available in full color on a first-come, first-served basis, and they sell quickly. I urge you to contact me about their availability by email before sending in your reservation form. The fold-over bookmark will be used all week long and will get a lot of attention. The cover and bookmark ads are not available for discount. All advertising details also appear on the convention website ([www.ago2008.org](http://www.ago2008.org)).

You may also place your flyer or brochure in each attendee's registration packet. The cost for this service is \$275. Brochures must not exceed 30 pages. For further details contact Paul Lohman at [exhibits@ago2008.org](mailto:exhibits@ago2008.org).

James Frazier  
Program Book Chair  
2011 Third Avenue South, Apt D  
Minneapolis, MN 55404-2628  
612 874-0929  
[ProgramBook@ago2008.org](mailto:ProgramBook@ago2008.org)

# Advertising Information

## Official Convention Program Book

### General

The Official Program Book is published by the Convention Steering Committee in cooperation with the American Guild of Organists (“Publishers”) for the 2008 National AGO Convention. The American Guild of Organists is a non-profit educational organization chartered by the Board of Regents of the State of New York in 1896.

The Publishers reserve the right to decline any advertisement, before or after the published closing date, that does not meet with their approval. Improper or exaggerated copy will not be accepted. Acceptance of advertising does not imply endorsement. The Publishers reserve the right to head and/or box advertisements that, in their opinion, bear confusing resemblance to editorial matter.

### Contract and Copy Regulations

The Publishers will not be bound by any condition, printed or otherwise, appearing on any order blanks, insertion orders, or contracts when they conflict with the terms and conditions of this advertising schedule or any amendment thereto.

The Advertiser and/or advertising agency assumes liability for all content (including text and illustrations) of advertisements printed, and also assumes responsibility for any claims therefrom made against Publishers and agrees to indemnify Publishers against any expense and loss suffered by reason of such claims.

All ads are non-commissionable. There are no cash discounts. Advertisers will receive discounts according to the terms described on the enclosed Advertising Rates and Specifications.

Payment must be made in U.S. dollars, either by international money order or by a check drawn on a U.S. bank. All display advertising requests must be confirmed with a completed Advertising Contract (enclosed) and payment in full. Each Advertiser will receive a CD-ROM version of the Official Program Book.

Reservations for the inside front cover, the inside and outside back cover, and the fold-over bookmark will be honored on a first-come, first-served basis subject to receipt of order and payment. Cover ads must be in full color.

An Advertiser using an advertising agency is responsible for any debts incurred by the agency in the Advertiser’s name. If an advertising agency defaults on payment or declares bankruptcy, the Advertiser will pay all cost directly to the Publishers, regardless of whether the defaulting agency has already been paid for the space.

### Submission Requirements

All ads must be submitted either on a computer disk, as outlined on the sheet containing Advertising Rates and Specifications, on an email attachment, if under two megabytes, or by ftp upload. Files should not exceed fifty megabytes. *Only electronic files will be accepted.* Please contact James Frazier at ProgramBook@ago2008.org for further information. Purchase of advertising assumes agreement with all stated policies of this advertising contract.

# Advertising Rates and Specifications

Deadline: March 15, 2008

## Rates

### Covers

<b>Back Cover Outside</b> (4-Color Process only).....	\$2,200
Bleed Extend by .125" (1/8") on all sides	
Trim 8.5" wide x 11" tall	
Live 7.75" wide x 10.24" tall	
<b>Inside Front or Inside Back Cover</b> .....	\$2,100
Bleed Extend by .125" (1/8") on all sides	
Trim 8.5" wide x 11" tall	
Live 7.75" wide x 10.24" tall	

### Fold-over Bookmark (at edge of back cover)

<b>Facing Front</b> .....	\$1,250
Bleed Extend by .125" (1/8") on all sides	
Trim 4.5" wide x 11" tall	
Live 3.75" wide x 10.24" tall	
<b>Facing Back</b> .....	\$1,750
Bleed Extend by .125" (1/8") on all sides	
Trim 4.5" wide x 11" tall	
Live 3.75" wide x 10.24" tall	

### Inside Ads

<b>Full Page</b> , Run of Book (4-Color Process).....	\$1,575
Bleed Extend by .125" (1/8") on all sides	
Trim 8.5" wide x 11" tall	
Live 7.75" wide x 10.25" tall	
<b>Full Page</b> , Run of Book (Black & White).....	\$1,050
Bleed Extend by .125" (1/8") on all sides	
Trim 8.5" wide x 11" tall	
Live 7.75" wide x 10.25" tall	
<b>Half Page</b> (4-Color Process).....	\$715
Horizontal Format: 7.75" wide x 5" tall	
Vertical Format: 3.75" wide x 10.25" tall	
<b>Half Page</b> (Black and White).....	\$610
Horizontal Format: 7.75" wide x 5" tall	
Vertical Format: 3.75" wide x 10.25" tall	
<b>Quarter Page</b> (4-Color Process).....	\$480
Vertical Format: 3.75" wide x 5" tall ( <i>Horizontal Format not acceptable</i> )	
<b>Quarter Page</b> (Black & White).....	\$415
Vertical Format: 3.75" wide x 5" tall ( <i>Horizontal Format not acceptable</i> )	
<b>Greeting Card</b> (Black & White only).....	\$110
Horizontal only: 3.75" wide x 1.25" tall	

Only electronic press-ready files will be accepted for Standard Advertising. If you are unable to provide electronic press-ready files yourself, Kinko's or a local printer can create a file for you from your copy.

Greeting Card ads may be sent text only, black and white, maximum 75 words. Ads will be typeset at our discretion in Adobe Garamond with a surrounding black rule. Copy should be sent via email to ProgramBook@ago2008.org.

## Discounts

The purchase of one full-page ad at full price entitles the Advertiser to a 10% discount on a second full-page ad of equal or lesser value. A third full-page ad is full price. Discounts are not available on Cover Ads or Bookmark. Exhibitors renting one booth will receive a 10% discount on a full-page ad. Exhibitors renting two booths will receive a 10% discount on each of two full-page ads. Exhibitors renting three booths will receive a 10% discount on each of three full-page ads.

## Specifications

The following ad formats are available for upload. No other formats will be accepted. If you are unable to provide electronic press-ready files yourself, Kinko's or a local printer can create a file for you from your copy.

### 1) **Photoshop TIF or JPG file**

(The file uploaded must have the extension TIF or JPG, and TIF may be compressed to ZIP if desired [recommended]. File should consist of Photoshop flattened TIF or JPG, no linked fonts)

### 2) **Press-ready PDF**

(The file must have the extension PDF, and use the Press-ready settings or settings set to "embedded fonts" with downsampling set to "300 dpi" for color and grayscale, 1200 dpi for black and white. PDFX1a format preferred)

### 3) **Quark 5.0 file in ZIP archive**

(The file uploaded must have the extension ZIP. Files inside the ZIP should consist of the Quark5.0 or lower native file -- QXD extension -- plus fonts, and any linked CMYK or grayscale artwork -- TIF and EPS extensions. Please include a PDF proof.)

### 4) **Illustrator 10 EPS in ZIP archive**

(The file uploaded must have the extension ZIP. Files inside the ZIP should consist of Illustrator 10 or lower eps with all art embedded and all fonts outlined, no linked fonts or artwork. Please include a PDF proof.)

- All files must be actual finished size.
- All files must be either CMYK or grayscale
- No spot or Pantone Matching System colors
- No PC fonts or Pagemaker/Word/Publisher etc. files accepted. They must be converted to a PDF file, Mac QuarkXPress file or TIF file.
- Media accepted: CD-ROM or Mac formatted Iomega Zip 100MB or 250 MB disk
- All image files must be at least 300 dpi. All files must be accompanied with a black & white or color proof (laser quality is acceptable). PDF proof is OK.

**Note:** Please label your electronic file or disk using your company's name (or your own name). Do not label it 2008 AGO Convention Ad or anything similar.

# Advertising Contract

Deadline for receipt of ad copy, Advertising Contract and payment is **March 15, 2008**. (The deadline for receipt of Cover Ads and Bookmark is December 31, 2007.)

Advertiser's Name: \_\_\_\_\_

Person placing order: \_\_\_\_\_

Postal Address: \_\_\_\_\_

City, State, Zip, Country \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

I/we have read and understand the terms and conditions of this agreement as set forth in the Advertising Information, and will abide by them.

Signature/Title: \_\_\_\_\_ Date: \_\_\_\_\_

<i>Quantity</i>	<i>Size</i>	<i>Price</i>
_____	Back Cover, outside, 4-Color ( <i>Depends on availability. Call or email first.</i> )	\$2,200
_____	Inside Front or Inside Back Cover, 4-Color ( <i>Check on availability first.</i> )	\$2,100
	<i>Circle your choice: Inside Front or Inside Back</i>	
_____	Fold-over Bookmark, 4-Color ( <i>Depends on availability. Call or email first.</i> )	
	Inside	\$1,250
	Outside	\$1,750
_____	Full Page, 4-Color	\$1,575
_____	Full Page, Black-&-White	\$1,050
_____	Half Page, 4-Color	\$715
_____	Half Page, Black-&-White	\$610
_____	Quarter Page, 4-Color	\$480
_____	Quarter Page, Black-&-White	\$415
_____	Greeting Card, Black-&-White	\$110

Cost of Ad(s): \$ \_\_\_\_\_

minus Discount *where applicable*: \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

Payment in full **MUST** be received with your order. Cancellations prior to February 15 will receive a full refund, minus a \$50 administrative fee. Cancellations are not accepted after February 15. *Only electronic files will be accepted for standard advertising. Files must be TIF or JPG. For Greeting Cards, send text only (not an ad) to ProgramBook@ago2008.org, with the subject line: Greeting Cards.*

## PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

**Send only the Contract and Payment  
(payable to: AGO '08) before March 15**

**to:**

James E. Frazier  
2011 Third Avenue South, Apt D  
Minneapolis, MN 55404-2628  
Inquiries to: 612 874-0929 or  
ProgramBook@ago2008.org

**Send only the Electronic Ad or Disk to:**

Linda Zelig

[linda.zelig@ago2008.org](mailto:linda.zelig@ago2008.org)

or

2093 Fairways Lane  
Roseville, MN 55113

Inquiries to: 651-783-5006, Monday-Friday,  
10 a.m. - 4 p.m. CST