

**Magic City Choral Society  
Program Ad Contract**

Individual/Business/Company Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Primary Phone Contact: \_\_\_\_\_ Secondary Phone Contact: \_\_\_\_\_

Email Address: \_\_\_\_\_

Use the attached or emailed AD (**email to ads@magiccitychoralsociety.org**)

Help me design my AD

Quantity	Description	Price for One	Price for Two	Price for Three	Total
	Back Page Full Color	\$500.00	\$925.00	\$1,275.00	
	Full Page Inside Front Cover Color	\$450.00	\$850.00	\$1,200.00	
	Full Page Inside Back Cover Color	\$450.00	\$850.00	\$1,200.00	
	Full Page Inside	\$200.00	\$375.00	\$525.00	
	Half Page Horizontal	\$160.00	\$300.00	\$420.00	
	Half Page Vertical	\$150.00	\$280.00	\$390.00	
	Quarter Page	\$100.00	\$185.00	\$255.00	
	Business Card	\$80.00	\$150.00	\$210.00	

**TOTAL** \_\_\_\_\_

**PAYMENT METHOD**

Check (number: \_\_\_\_\_) Make checks payable to: Magic City Choral Society

Visa  Mastercard  American Express

Name as it appears on card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Name of Chorus Member or Board Member Who Sold The AD: \_\_\_\_\_

**MAIL CONTRACT AND PAYMENT TO  
Magic City Choral Society  
205 32 Street South  
Birmingham, AL 35233**

# MAGIC CITY CHORAL SOCIETY

## PROGRAM ADVERTISING SUBMISSION REQUIREMENTS

### DIGITAL FILE PREPARATION

- Send **press-optimized PDF** file whenever possible. TIFF, JPEG and EPS file formats also accepted.
- All fonts and images must be embedded.
- Images have to be at least **300dpi**.
- Bleed sizes are figured to allow 1/4" trim on all sides.
- **SAFETY:** All live matter must be 1/4" from trim on all sides.
- **GUTTER SAFETY:** 1/8" on each side (total 1/4").
- All partial size ads must have position marks indicating bleed and trim.
- All full page ads should be centered on a Trim Size Document and have marks indicating trim and bleed. All marks must be outside the trim size document.
- Black & white ads have to be in Grayscale and color ads in CMYK (no RGB or spot colors).

All colors within an ad have to be **CMYK** (no RGB or spot colors).

Check to be sure grayscale images or logos do not separate as CMYK, RGB or spot colors.

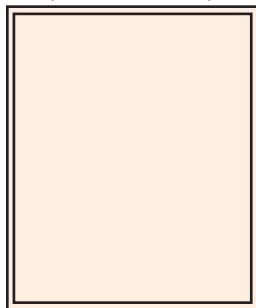
### How To SUBMIT

Email digital file to [ads@magiccitychoralsociety.org](mailto:ads@magiccitychoralsociety.org)

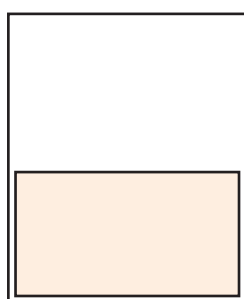
For answers to your questions or technical production details, please email [ads@magiccitychoralsociety.org](mailto:ads@magiccitychoralsociety.org) with your questions.

DIMENSIONS	
<b>COVER AND FULL PAGE</b>	WIDTH X HEIGHT
Full Page Bleed	7.5" x 9"
<b>FRACTIONAL</b>	
1/2 page vertical	3.25" x 8.25"
1/2 page horizontal	6.75" x 4"
1/4 page square	3.25" x 4"
Business Card	3.5" x 2"
<b>PUBLICATION TRIM SIZE</b>	<b>7" x 8.5"</b>

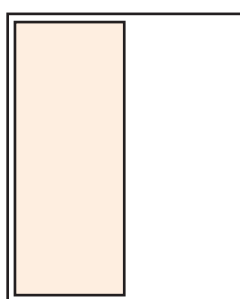
Full Bleed  
7.5" x 9"  
(crop 7" x 8.5")



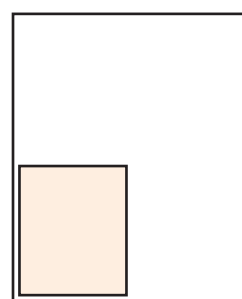
1/2 Page Horizontal  
6.75" x 4"



1/2 Page Vertical  
3.25" x 8.25"



1/4 Page Square  
3.25" x 4"



Business Card  
3.5" x 2"

