

2013 GFA International Convention/Competition | June 25 - June 30 | Louisville, KY

# Convention Program

## ADVERTISING MEDIA KIT



### 2013 GFA Convention Program Advertising Rate Options

**You must notify us by email of your ad selection before the art deadline in order to reserve space:**  
[ads@guitarfoundation.org](mailto:ads@guitarfoundation.org) (Please see **MECHANICAL SPECIFICATIONS** page (p. 3) to ensure the best ad reproduction.)

#### Artwork deadline **May 1, 2013.**

\*If you place a full page B&W, full page Color, or half page Color in the Program AND in the May release issue of Soundboard (Vol. 39 No. 2), you will receive 10% off the cost of each ad. You must place the same kind and size of ad in each book to receive the 10% discount.

\*4x advertisers already given the 10% discount on Soundboard ads will only receive discount on Program ad.

#### Advertising Rates

- \$425. Full Page BW (8.5"w x 11"h, bleed ads plus ¼ inch all sides, 9"w x 11.5"h)
- \$350. Half Page B&W Horizontal (7.5"w x 4.5"h)
- \$350. Half Page B&W Vertical (3.625"w x 9.75"h)
- \$250. Quarter Page B&W Vertical ONLY (3.625"w x 4.5"h)
- \$150. Eighth Page B&W Horizontal (3.625"w x 2.25"h)

#### Premium placement (as available)

- \$695. Full Page (8.5"w x 11"h, bleed ads plus ¼ inch all sides, 9"w x 11.5"h)
- \$500. Half Page Horizontal ONLY (7.5"w x 4.5"h)

#### Other Services/Fees:

- Ad design and layout service available starting at \$65.
- Copywriting service available – pricing upon request.
- Additional charges (\$25 minimum) will be incurred by the advertiser for resizing ads and file format conversion; if files must be resubmitted to provider in cases of low image resolution or RGB color placement; and if any file is created with software not compatible per above specs.
- A **cancellation fee** of **\$25** will be incurred by the advertiser for cancelling any ad after the May 1, 2013 submission deadline date.

#### PAYMENT options:

Complete the **Contract/Ad Policies/Payment** (p. 2 of this document) and mail to: **P.O. Box 171269, Austin, TX 78717** or email to: **info@guitarfoundation.org**; or fax (**inside USA**) to **877-570-3409**

- For payment method information see **Contract/Ad Policies/Payment** (p. 2 of this document).

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You must notify us by email of your ad selection as soon as possible in order to reserve space: [ads@guitarfoundation.org](mailto:ads@guitarfoundation.org)

### CONTRACT/AD POLICIES & PAYMENT

**\*This page must be completed and sent, along with payment, by MAIL, EMAIL or by FAX (inside USA).**

Guitar Foundation of America • P.O. Box 171269, Austin, TX 78717 | [info@guitarfoundation.org](mailto:info@guitarfoundation.org) | Fax (**inside USA**): 877-570-3409

### Credit Policies

Advance payment is required for first time advertisers (or those not advertising within the past 2 years). Ad payment MUST BE received by GFA (via online payment/by mail/by fax) before/by April 1, 2013 or ad will not be published. Returning/repeat advertisers – Invoice terms – net 30 days from receipt of invoice. 1.5% monthly finance charge is assessed on late payments. Accounts 90 days or more past due will be sent to an outside collection agency. A \$20 fee will be charged for returned checks. Guitar Foundation of America accepts personal checks, company checks, and credit cards.

### Advertising Policies

Advertiser is solely responsible and liable with respect to the content submitted for publication herein and Guitar Foundation of America is not responsible for any claims arising there from. Advertiser shall indemnify and hold Guitar Foundation of America harmless from any and all damages resulting from publication of the content submitted by Advertiser. All prices are subject to increase. If Guitar Foundation of America elects to use an attorney to collect any amounts due hereunder, Advertiser shall be liable for reasonable attorneys' fees associated therewith.

We (I) understand, sign and date the terms of this contract (pages 1 & 2).

Print Name \_\_\_\_\_

Company Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Advertisement placed in 2013 Convention Program.: \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_ (may be subject to state & local sales tax dependent upon state rules & regulations)

### Method of Payment:

Check (Payable to: Guitar Foundation of America)

Credit Card:  VISA  MasterCard  Discover

Card No. \_\_\_\_\_ 3-digit code (on reverse) \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name on Card (sign & print name) \_\_\_\_\_

Billing Address - City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

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### PLEASE FOLLOW OUR MECHANICAL SPECIFICATIONS TO ENSURE THE BEST POSSIBLE AD REPRODUCTION.

Please make sure we have been notified of ad selection by email before submitting artwork: [ads@guitarfoundation.org](mailto:ads@guitarfoundation.org)  
Artwork deadline is **May 1, 2013**.

2013 GFA Convention Program accepts electronic ad files in the following two formats:

- 1 · Files must **IMPORT** into **Adobe InDesign CS6** for Macintosh.
- 2 · **High resolution PDF** files accepted.

**ALL FONTS MUST BE EMBEDDED or TEXT CONVERTED TO PATHS** (Ad department runs Mac OSX)

• Electronic files & text files:

Submit to [ads@guitarfoundation.org](mailto:ads@guitarfoundation.org) (file size 8 MB or less). Electronic ad files may be compressed.  
Electronic files may also be transmitted through Dropbox or our FTP site. For FTP site info, contact:  
[ads@guitarfoundation.org](mailto:ads@guitarfoundation.org)

• Color/B&W/GREYSCALE images **MUST** be Photoshop tiff or eps format. (No Compression).

**ALL COLOR PHOTOS AND COLORS MUST BE CMYK - NO RGB accepted.**

**High resolution 300 DPI** (Images at original size.)

NO jpegs. NO computer screen-captured images.

• Graphics/logos: eps format (**ALL FONTS CONVERTED TO PATHS or EMBED ALL FONTS**).

• **Design service is available** starting at \$65.

• Additional charges (\$25 minimum) will be incurred by the advertiser for resizing ads and conversion. A \$25 fee will be charges for files that have to be resubmitted due to artwork that does not comply with our specs.

• A cancellation fee of \$25 will be incurred by the advertiser for cancelling any ad after the submission deadline date.

### ADVERTISEMENT SIZES - 2013 GFA Convention Program finished page trim size is **8.5"w x 11"h**

Full Page –

Full page trim size 8.5"w x 11"h –

Image area size – 8.25"w x 10.625"h (keep important data, art, text within this area)

Bleed size (color/image background) 9"w x 11.5"h – this allows ¼" bleed on all sides

Half Page Horizontal	(7.5"w x 4.5"h)
Half Page Vertical	(3.625"w x 9.75"h)
Quarter Page	(3.625"w x 4.5"h)
Eighth Page	(3.625"w x 2.25"h)

For more information or inquiries please contact: [ads@guitarfoundation.org](mailto:ads@guitarfoundation.org)