

When you advertise with The Emerson Center, you'll reach our large, important audience with your special message.



You will benefit from advertising with The Emerson Center.

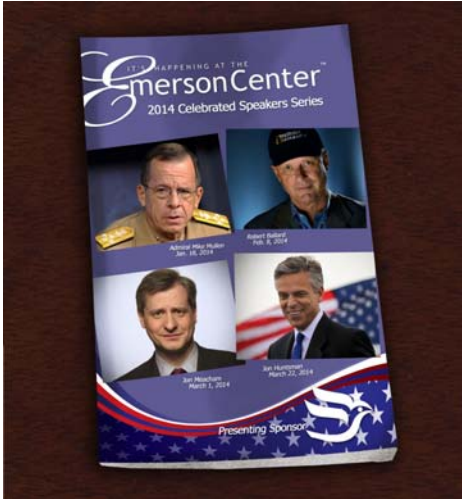
Beyond supporting a valuable community resource, ads appearing in our Celebrated Speakers' Series program and on our website, TheEmersonCenter.org, regularly reach a large audience of people who are typically highly-informed citizens and influential opinion leaders.



Program Ads

Attendees at all Celebrated Speakers Series events receive program booklets which contain valuable information about this series, other events, and the many individuals and companies who support our efforts. We encourage our guests to take their programs home and support the many advertisers who support us.

You can place an ad message in The Emerson Center’s program as well. Our volunteer advertising representative is prepared to explain the benefits of advertising with The Emerson Center and help you develop the ideal ad messages to maximize your ads impact.



Here are the current rates and mechanical specifications for our program ads.

Position	Cost/season	Full Color	Bleeds	Live depth*	Bleed trim size
Back cover	\$1,650	Included	Yes	7½”	5½” (w) x 8½”
Inside Back Cover	\$1,250	Included	Yes	7½”	5½” (w) x 8½”
Inside Front Cover	\$1,250	Included	Yes	7½”	5½” (w) x 8½”
Page 1 (opposite IFC)	\$1,250	Included	Yes	7½”	5½” (w) x 8½”
Full Page w/Bleeds	\$950	Included	Yes	7½”	5½” (w) x 8½”
Full Page	\$825	Included	No	7½”	n/a
1/2 Page*	\$450	Included	n/a	3.625”	n/a
1/4 Page*	\$250	Included	n/a	1¾”	n/a

* All ads have a “live area” that is 4½” wide. Half and Quarter Page ads are only available in a horizontal format.

Ad position priority is given to our Presenting Sponsor, who is entitled to first-choice for a full page bleed ad.

Mechanical art for full page “bleed” and cover ads should be sized at least 5¾” x 8¾”, allowing a minimum of 1/8” around the perimeter of the artwork for trimming. Mechanical art should show crop marks to facilitate positioning.

Our design team can supply the art needed for your ads. Ask your Emerson Center volunteer ad representative for details.

Free Website Ads included for program advertisers.

When you commit to a half-page (or larger) ad in our program, as an additional benefit, you receive complimentary banner advertising on our website, TheEmersonCenter.org. This website (which includes online ticketing for all our events) is a popular Internet destination for patrons, subscribers, and others throughout the community. This website currently generates over 12,000 visitor sessions each year with well in excess of 50,000 pageviews (source: Google Analytics).

The size of your website ad is determined by the size of your print ad. Larger print ads receive larger complimentary website ads. All ads appear in the right-hand column of each page. Four positions are available for ads to appear and ads rotate randomly in these positions. Some ad slots are reserved for promoting our own events or sponsors of these events.

Of course, one click on your ad and the site visitor will be directed to your website or an email addressed to you. Tell us what kind of link you want and we'll set it up.

Your ad is displayed for a full year (starting January 1). There are 5 sizes of ads we offer. The attached pages show you ad sizes and specifications.

Need help developing your Internet ad? We are available to assist you. Ask your Emerson Center volunteer ad representative for details.





ADVERTISING CONTRACT

2016 Celebrated Speakers Series

1590 27th Avenue, Vero Beach, FL 32960
772.778.5249 - www.TheEmersonCenter.org

Some advertising opportunities are offered subject to prior sale. We will notify you if your selections are no longer available and will present you with best-available alternatives.

PROGRAM ADS		FREE WEBSITE ADS
Size/Position	Cost/season	Size in Pixels
<input type="checkbox"/> Back cover	\$1,650	250x250
<input type="checkbox"/> Inside Back Cover	\$1,250	250x250
<input type="checkbox"/> Inside Front Cover	\$1,250	250x250
<input type="checkbox"/> Page 1 (opposite IFC)	\$1,250	250x250
<input type="checkbox"/> Full Page w/Bleeds	\$950	120x240
<input type="checkbox"/> Full Page	\$825	250x60 or 120x120
<input type="checkbox"/> 1/2 Page*	\$450	120x90
<input type="checkbox"/> 1/4 Page*	\$250	n/a

ADDITIONAL TERMS:

Advertisers paying in full at contract signing receive a 5% discount and early placement of website ads.

Website ads remain active through December 2016 unless renewed.

Advertisers in our 2016 program are guaranteed the same program ad rates for their ads placed in the 2017 program.

SPECIAL OFFER: Buy an ad in our Program and receive a FREE banner ad on our website.

Advertiser:

Company Name: _____
 Address: _____
 City, State Zip: _____
 Contact Person: _____
 Phone: _____ Email: _____

Our representatives will contact you for your advertising content.

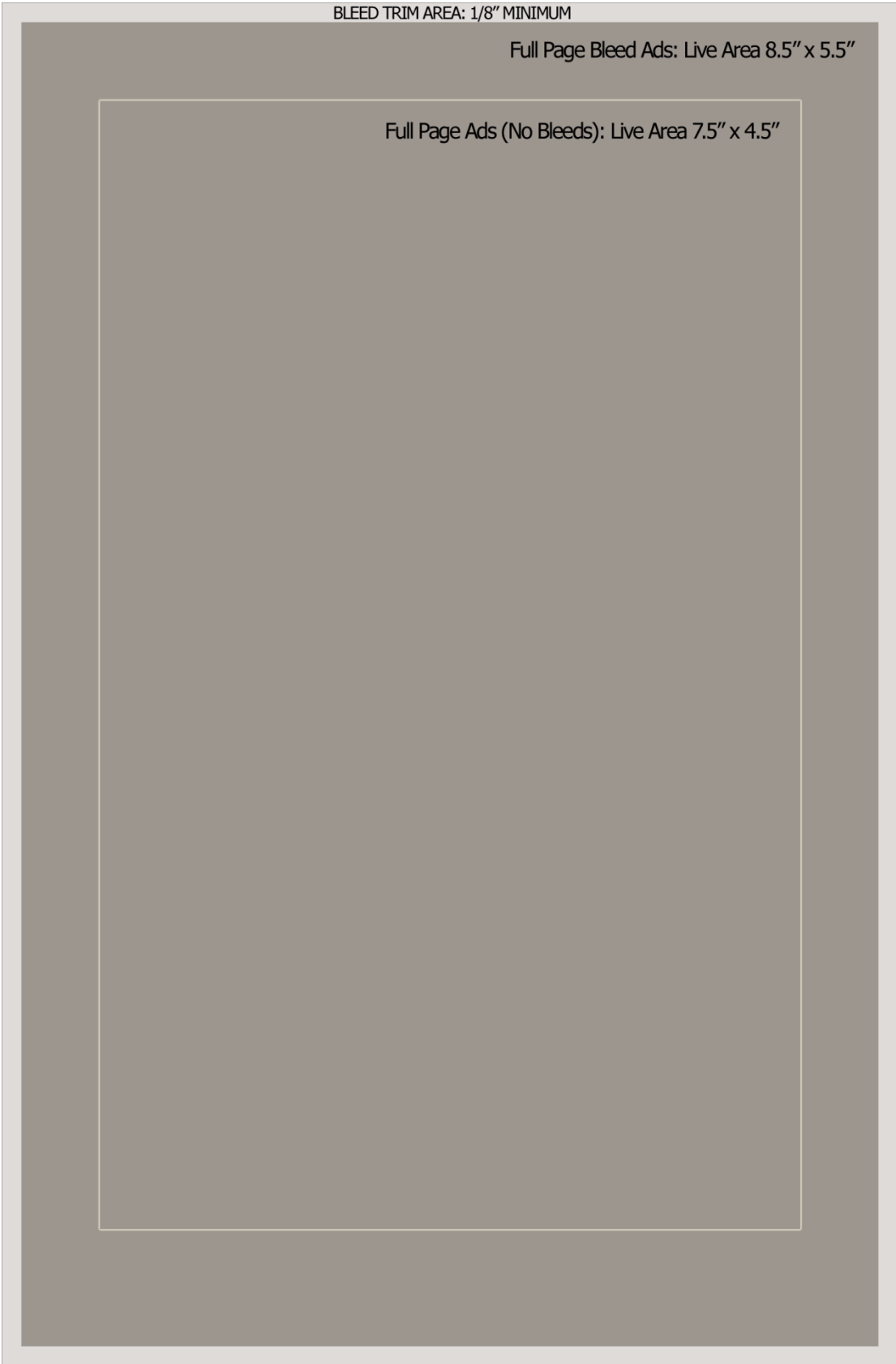
Send an Invoice or Pay by Credit Card:

Address same as above.

Bill to (or Name on Card): _____
 Invoice/Credit Card Address: _____
 City, State Zip: _____ Phone: _____
 Using a Credit Card? VISA MasterCard Discover AmExpress Expiration Date: _____
 Card Number: _____ CVC: _____
 Authorized Signature: _____ Date: _____

FOR OFFICE USE	REP: _____	DATE/TIME ENTERED: _____
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Print Ad Production Specifications:
THE EMERSON CENTER'S CELEBRATED SPEAKERS SERIES PROGRAM



Half Page Ads: Live Area 3.625" x 4.5"

Quarter Page Ads: Live Area 1.75" x 4.5"

Still have questions? Contact info@theemersoncenter.org.

Website Production Specifications: THEEMERSONCENTER.ORG



IMPORTANT: Ads sizes are measured in units called “pixels” (px). Pixels are a measurement that is controlled by your monitor’s size and the settings you use on that monitor. Since monitor settings are controlled by individual computer owners, the size your ad may appear on a screen is determined by factors that are beyond our control. To visualize the actual size your ad will appear on a your monitor, we encourage you to visit our web site at www.theemersoncenter.org and look at various ads in the right-hand column to help you judge relative ad sizes.

Still have questions? Contact webmaster@theemersoncenter.org.