



Thank You for Your Support of the Fine Arts in Ipswich! **Advertise in the 2024-2025 IMADA Program Book**

Dear Business Owner,

Every year, the Ipswich Music Art and Drama Association produces a beautiful program book that celebrates the hard work and excellence of our Fine Arts students in the Ipswich Middle and High Schools. This book is a wonderful keepsake for students and parents and is available at every Ipswich Fine Arts event all year long. The 1000 + copies we publish reach a wide range of North Shore students, parents and potential customers..

Ad sales for the book are a significant contributor to our annual fundraising goal, which supports extra curricular requests by the Fine Arts staff not otherwise covered by the school budget; support for arts education for students with financial need; scholarships for our graduating seniors; and study grants to help any student who applies to pursue private art, music, or drama study. Last year IMADA provided over 60 middle and high school students with summer study grants to continue their musical and artistic studies during the summer, and we awarded 4 scholarships to graduating seniors.

Please consider placing an ad in the Ipswich Music, Art & Drama Association program guide, where you will keep company with many of Ipswich's leading businesses and arts supporters. Your advertisement will reach thousands of students, parents and family members who come to all IHS and IMS wonderful concerts, art exhibits, and theater productions from October 2024 through June 2025

Additionally, we are committed to finding additional ways to publicize your business as an IMADA advertiser throughout the year via our social channels, and will also add your logo to our newly redesigned website, which is coming out later this fall.

An advertisement placed in the IMADA program guide goes a step beyond smart marketing. IMADA's financial commitment to our students is a significant factor in the quality of the Fine Arts program, so every ounce of support we receive is essential. Advertising your company or product will not only gain kudos with your customers; but will serve to demonstrate your support of the arts in Ipswich and beyond.

You may reach us by calling Earl Powers at 857-991-7214 or email earl@imadaonline.org

Thank you for your consideration and support!

Sincerely,

Ipswich Music, Art & Drama Association



Dear IMADA Advertiser:

Thank you for your support of IMADA and the Ipswich Public Schools Fine Arts Department!

PAYING BY CHECK

1. Please complete the ad contract below
2. Submit the ad contract:
 - a. Hand contract to Ad Representative, **OR**
 - b. Scan and Email to: **earl@imadaonline.org**
3. Mail check to:
IMADA
P.O. Box 449
Ipswich, MA 01938

PAYING BY CREDIT CARD OR ACH

1. Fill out the online form <https://www.imadaonline.org/advertise.html>

UPLOAD FILES (If needed):

Upload your files to Dropbox:

<https://www.dropbox.com/request/11FzwiqKxXdNd5MUAnmR>

QUESTIONS, PLEASE CONTACT:

Earl Powers

earl@imadaonline.org

857-991-7214



Official Program 2024-2025

Rates and Specifications

ADVERTISING RATES

SIZE

Full Page – Color \$500.00
Half Page – Color \$425.00

Full Page – Black & White \$375.00
Half Page – Black & White \$300.00

AD SPECIFICATIONS

Finished trim size of program: 8.5" x 11"

Non-bleed sizes (w x h)

Full Page 7.5" x 10"
Half Page 7.5" x 5"

AD REQUIREMENTS

- Preferred: High resolution PDF
- Acceptable: High resolution TIFF (300 dpi) or .jpeg images
- All images must be 300 dpi at 100% scale
- Do not send ads as Word documents with images embedded for final art.
- Send high resolution images and logos separately in the above format.

TERMS

Advertiser is responsible for supplying correct artwork materials by the closing date.

Closing Date: October 25, 2024



SPACE RESERVATION AND INSERTION ORDER

ADVERTISER INFORMATION

Business Name _____

Contact Name _____

Address _____ City _____ State _____ Zip _____

Email _____ Tel: _____

DISPLAY ADVERTISING INFORMATION

AD SIZE Full Page

 Half Page

Cost \$ _____

Select One: Full Payment Enclosed

Please Invoice (full payment due by 11/15/24)

NOTE: Please make all payments payable to: **IMADA**

If required, we will send a confirmation invoice.

Send all payments to: Ipswich Music, Art & Drama Association
 P.O. Box 449
 Ipswich, MA 01938

ADVERTISING CLOSING DATE

All advertising materials must be received by Friday, October 25, 2024

Consult the Rate Card for all Mechanical Specs and Contact Information