



# The Lakes 2019

*Boat Tour of Homes on the Portage Lakes*

**Wednesday,  
July 17, 2019**

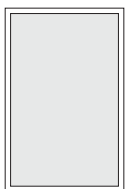
## Program & Swag Bag Advertising Rates

Discounts applied when payment AND contract received by **May 31**.

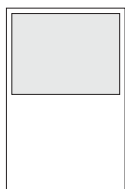
**Final Deadline: June 7.**

Ad Size	Full Rate	Discount Rate by May 31
<b>FULL PAGE</b>		
Back Cover	\$575	\$550
Inside Front Cover	\$355	\$330
Inside Back Cover	\$355	\$330
Interior Full Page	\$250	\$225
<b>1/2 PAGE</b>	\$165	\$150
<b>1/4 PAGE</b>	\$105	\$95
<b>SWAG BAG INSERT</b>	\$250	\$225

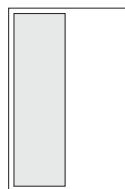
### Ad Sizes (width x height)



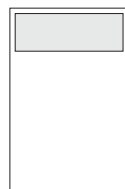
**FULL PAGE**  
5"W x 8"H



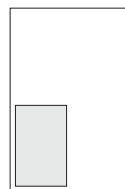
**1/2 PAGE HORIZONTAL**  
5"W x 3.75"H



**1/2 PAGE VERTICAL**  
2.375"W x 8"H



**1/4 PAGE HORIZONTAL**  
5"W x 1.75"H



**1/4 PAGE VERTICAL**  
2.375"W x 3.75"H

## Program Ad Specs

Rates are for black and white, electronic art in high-resolution PDF format.

### Artwork

All art, logos, halftones, etc. should be at 300 dpi and 150 line screen.

### Ad size

Please insure that your ad is prepared to the correct size and orientation as shown in the "Ad Sizes" section.

### Print ready PDF

Submit your electronic ad in high resolution PDF file format.

### Email your PDF to:

Minx Design at minxdesign@sbcglobal.net. Please use "Lakes Tour" in the subject line.

### Changes

If you request changes to an ad submitted in a previous year, please send a new PDF file.

### Technical questions

If you have technical questions or need assistance in creating your ad, contact Minx Design at 330.990.9426.

## Swag Bag Insert Specs

We will insert your furnished printed promotional item (brochure, menu, information piece) in the swag bag distributed to Lakes Tour attendees. You must provide 700 pieces of the item to be inserted no later than June 28, 2019. Please contact your Symphony Guild Representative to arrange for delivery. Inserts are subject to the approval of the Lakes Tour Advertising Committee.

## Questions

Please contact Pat Nilsestuen at 330.606.1771.

*Thank you for your support!*





# The Lakes 2019

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July 17, 2019**

## Terms of Agreement

Said program advertisement shall appear in the program booklet of the Akron Symphony Guild's event The Lakes 2019, a benefit Boat Tour of Homes on the Portage Lakes on July 17, 2019. A minimum of six hundred copies of the program shall be printed and distributed to patrons and sponsors of this event.

The undersigned agrees to submit a one-color ad in electronic format, as described in the Advertising Rates and Specifications provided, and shall pay the Akron Symphony Guild the sum indicated as a fee for this advertising space.

The Akron Symphony Guild will not supply proofs on client-supplied ads.

Said furnished promotional material shall be inserted in the Swag Bag which shall also include material from other advertisers and sponsors and shall be distributed to patrons and sponsors of this event. The advertiser agrees to furnish to the Akron Symphony Guild 700 pieces of the promotional material by the agreed upon date, and shall pay the Akron Symphony Guild the sum indicated as a fee for this advertising.

**PAYMENT IS DUE  
BY MAY 31 FOR  
STATED DISCOUNT.**

**Late payments accepted until June 7.**  
Please make check payable to the Akron Symphony Guild.

**Send check and contract to:**  
Pat Nilsestuen  
1000 Kingswood Dr.  
Akron, OH 44313

*Thank you for your support!*



## Advertising Contract

### Program Ad

The undersigned hereby agrees to purchase advertising for the 2019 Lakes Tour in accordance with the Advertising Rates and Specifications provided:

**Ad size:** \_\_\_\_\_ **Rate:** \_\_\_\_\_

I am submitting a new ad. (Copy due by June 7, 2019.)

Please use same ad from  2017  2018

### Swag Bag Insert

The undersigned hereby agrees to furnish promotional material to be inserted into the Lakes Tour Swag Bag, at a cost of \_\_\_\_\_.  
(Inserts are due by June 28, 2019.)

### PLEASE TYPE OR PRINT

Company \_\_\_\_\_

Authorized Representative \_\_\_\_\_

Title \_\_\_\_\_

Phone Number(s) \_\_\_\_\_

Email \_\_\_\_\_

Company Address \_\_\_\_\_

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

Symphony Guild Representative \_\_\_\_\_

Phone Number(s) \_\_\_\_\_

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