

# 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 newly designed website, [TheEmersonCenter.org](http://TheEmersonCenter.org), regularly reach a large audience of people who are typically highly-informed citizens and influential opinion leaders.

IT'S HAPPENING  
AT THE  
**Emerson**  
Center

# 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	\$1,600	Included	Yes	7½"	5½" (w) x 8½"
Inside Back Cover	\$1,200	Included	Yes	7½"	5½" (w) x 8½"
Inside Front Cover	\$1,200	Included	Yes	7½"	5½" (w) x 8½"
Full Page w/Bleeds	\$920	Included	Yes	7½"	5½" (w) x 8½"
Full Page	\$800	Included	No	7½"	n/a
1/2 Page*	\$425	Included	n/a	3.625"	n/a
1/4 Page*	\$225	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.

Mechanical art for full page 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.

# Website Ads

Our website (which includes online ticketing for all our events) is a popular Internet destination for patrons, subscribers, and others throughout the community. Advertisers in our printed program have the first opportunity to acquire ads on this high-traffic website. And, our unique ad rotational system assures your ads enjoy maximum exposure.

Ads are displayed using a web-based script which opens randomly-selected ads each time a new page is accessed or reloaded within a web browser. Overall, each ad appears once every ten times a page is loaded on our website.\*\* All web ads are hyperlinked to your website.

Only 20 available website ad opportunities are available each season. Ten ads are available in Position 1 (top of ad column) and ten are available in Position 4 (bottom).



There are 5 sizes of ads we offer. Only 2 ads of each size are offered in each position. In other words, two 250x250 ads are available in Position 1 and two more are offered in Position 4. Once sold, an advertiser seeking a large ad will have to settle for a smaller image format.

Ad costs are based on the image size of ads and the position in the ad column (see table below). Ads are sold on a first-come-first-served basis. All ads offered by our volunteer ad representatives are subject to prior sale.

Pos.	# ads offered	Ad sizes offered (in pixels)				
		250x250	250x60	120x240	120x120	120x90
1	2 of each size	\$1,000	\$400	\$650	\$400	\$320
2	--	Reserved for Presenting Sponsors				
3	--	Reserved for our events and activities				
4	2 of each size	\$750	\$300	\$475	\$300	\$250

\*\*The web advertising on TheEmersonCenter.org is strictly ROS (run of site). Though our ad delivery script is structured to randomly deliver ad content, we make no representations about the number of times your ad will appear or the number of "click-throughs" your website will receive. We do not monitor the frequency of your ad(s) appearing.

Notice: Due to the random nature of our ad delivery script, an advertiser purchasing an ad in Position 1 and a separate ad in Position 4 could possibly have both ads appearing simultaneously.

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



# ADVERTISING CONTRACT

## 2011 Celebrated Speakers Series

1590 27<sup>th</sup> Avenue, Vero Beach, FL 32960  
 772.778.5249 – Fax 772.778.3002

*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			WEBSITE ADS		
Size/Position	Cost/season		Pixel Size/Position	Cost/season	
<input type="checkbox"/> Back cover	\$1,600		<input type="checkbox"/> 250x250 (Pos. 1)	\$1,000	
<input type="checkbox"/> Inside Back Cover	\$1,200		<input type="checkbox"/> 250x60 (Pos. 1)	\$400	
<input type="checkbox"/> Inside Front Cover	\$1,200		<input type="checkbox"/> 120x240 (Pos. 1)	\$650	
<input type="checkbox"/> Full Page w/Bleeds	\$920		<input type="checkbox"/> 120x120 (Pos. 1)	\$400	
<input type="checkbox"/> Full Page	\$800		<input type="checkbox"/> 120x90 (Pos. 1)	\$320	
<input type="checkbox"/> 1/2 Page*	\$425		<input type="checkbox"/> 250x250 (Pos. 4)	\$750	
<input type="checkbox"/> 1/4 Page*	\$225		<input type="checkbox"/> 250x60 (Pos. 4)	\$300	
			<input type="checkbox"/> 120x240 (Pos. 4)	\$475	
			<input type="checkbox"/> 120x120 (Pos. 4)	\$300	
			<input type="checkbox"/> 120x90 (Pos. 4)	\$250	

PROGRAM ADVERTISERS qualify to participate in Website advertising opportunities.

### Advertiser:

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_

*Our representatives will contact you for your advertising content.  
 You will be billed for your advertising in December, 2010.*

### Billing Information:

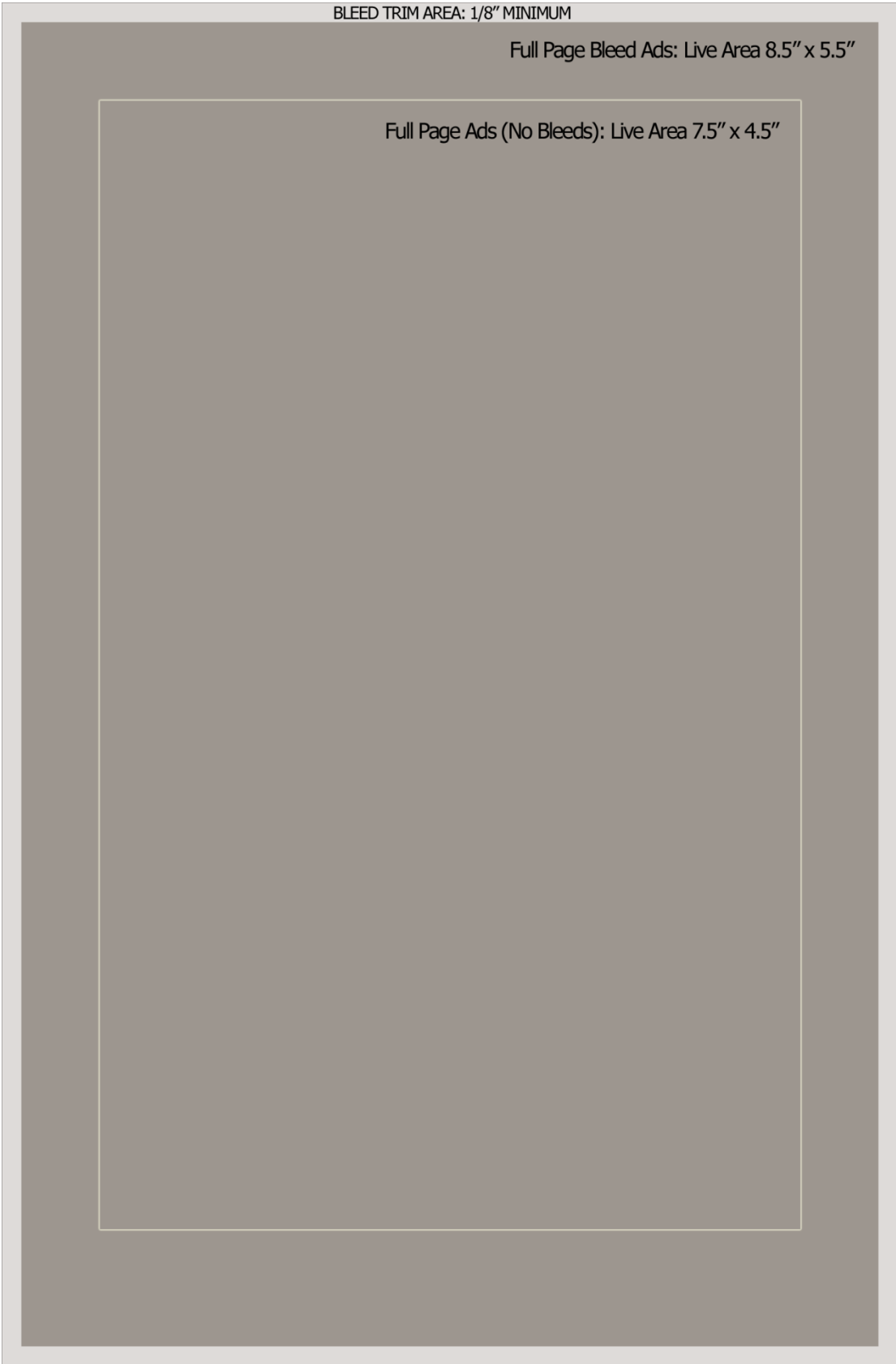
Same as above.

Bill to: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_

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

<b>FOR OFFICE USE</b>	REP: _____	DATE/TIME ENTERED: _____
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**Production Specifications:  
THE EMERSON CENTER'S CELEBRATED SPEAKERS SERIES PROGRAM**

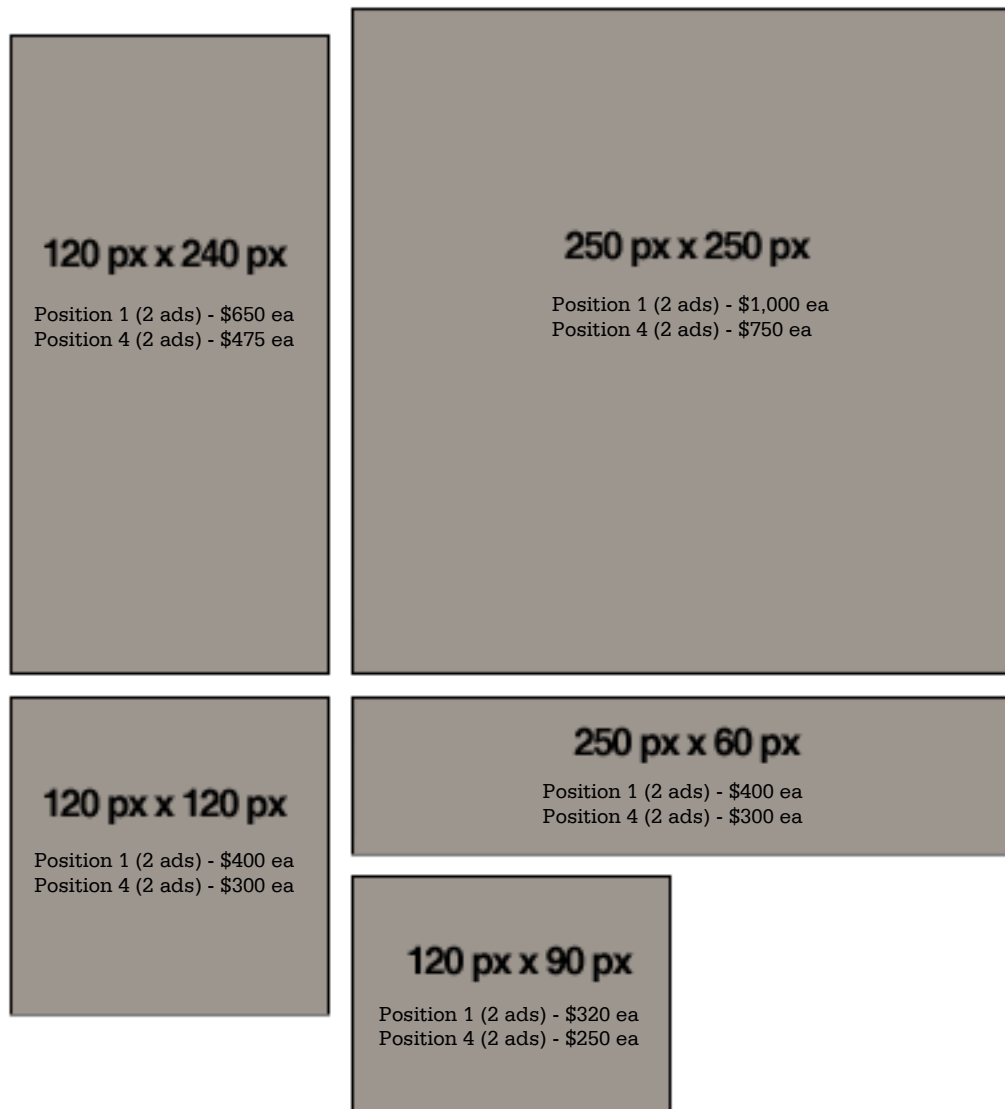


Half Page Ads: Live Area 3.625" x 4.5"

Quarter Page Ads: Live Area 1.75" x 4.5"

Still have questions? Contact [info@theemersoncenter.org](mailto:info@theemersoncenter.org).

## Production Specifications: THEEMERSONCENTER.ORG



**IMPORTANT:** All ads are subject to prior sale. 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 <http://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](mailto:webmaster@theemersoncenter.org).