



**EASTON AREA HIGH SCHOOL
INSTRUMENTAL MUSIC ASSOCIATION**

Presents

44th FIRST FLAG OVER THE UNITED COLONIES BAND FESTIVAL

PARENT OWNED BUSINESS ADVERTISEMENT FORM
OR
PARENT AD DEDICATED TO YOUR STUDENT FORM

(PLEASE COMPLETE ONE FORM PER ADVERTISEMENT)

\$75 - FULL PAGE AD (\$45 Music Money)

FULL PAGE AD SIZE: 9 1/2" h x 7 1/2" w

\$40 - HALF PAGE AD (\$24 Music Money)

1/2 PAGE AD SIZE: 4 5/8" h x 7 1/2" w

\$25 - QUARTER PAGE AD (\$15 Music Money)

1/4 PAGE AD SIZE: 3 5/8" w x 4 5/8" h OR 2 1/4" h x 7 1/2" w

DEADLINE FOR ADS: August 31, 2018

****♪♪♪ MUSIC MONEY!!* 60% OF THE Parent Owned Business Advertisements AND Parent Dedication Advertisement to your student, will be considered "*♪♪♪ Music Money*".**

NAME OF PARENT BUSINESS _____

Mailing Address _____

Parent Name _____

E-Mail _____

Telephone# _____ Fax# _____

Authorized Signature _____

Date _____ Check# _____

STUDENT RECEIVING MUSIC MONEY FROM THIS ADVERTISEMENT:

Mail: Order Form, Payment & Ad (CD/Print Ready/art work) To: IMA, P.O. Box 3535, Easton, PA 18043-3535
Please Make Checks Payable to: IMA (Instrumental Music Association) *♪* Electronic file (CD) or
Email ad submissions (preferred) to: eahsmusic@gmail.com

Questions: eahsmusic@gmail.com or call Jen Martellucci 610-442-6031

First Flag Parent Business and Dedication Advertisement Requirements

To make your ad look as good as possible and to reduce the workload of our program editors, please adhere to the following guidelines for your ad:

Ads must be the following size to fit the program format:

FULL PAGE AD:	9 ½" H X 7 ½" W
HALF PAGE AD:	4 5/8" H X 7 ½" W
QUARTER PAGE AD:	3 5/8" H X 4 5/8" W

You have 3 options for submitting your ads. You may use any one of the 3 methods, but please note that a digitally submitted ad will look the best in the program.

First Option: Completed ad in Digital Format.

This is the preferred method and usually allows for the best quality advertisement. Please try to have your ad follow the size guidelines above and submit it by email to: eahsmusic@gmail.com. Please submit your ad in pdf format. If that is not possible, you may submit the ad in Hi-res TIFF, Hi-res JPG, Photoshop. If you are not sure, please call or email me.

Second Option: Completed ad in Paper Format.

If for some reason you only have the ad in paper format, you can still submit it to us. However, to get the best results, it is best not to fold the ad as any wrinkles or folds will be visible on the final product. Place it in a manila folder/envelope and either mail it or personally give it to a First Flag contact. Remember to make sure the ad is of the correct size.

Third Option: Ad submitted in Pieces.

If you have all of the necessary parts for your ad, but are not able to assemble it yourself, you can send all the parts to us and an ad designer will put together your ad for you. The parts can be given to us either digitally or on paper. If you wish to include photos in your ad, either give us the original photos (we will return them to you), or scan them (in color) and email the photos to us. Please do not submit cropped or cut photos, that will be done digitally by the ad designer for the best quality ad. Please include an email address for us to send the ad to you for your approval.

If these guidelines are followed, your ad will look professional in the program.

A few items to note:

- All text should be typed to ensure legibility
- Photos should be originals or high quality scans
- The ads will print in black and white but can be submitted in color or black and white
- Simple ads are best! Embellishments can be added digitally
- Paper submitted ads must be high quality, they won't get any better than as the way they are submitted
- When in doubt...ask before you submit your ad! The only stupid question is the unasked one. We want to make this as easy for you as possible.