



SEA
2022

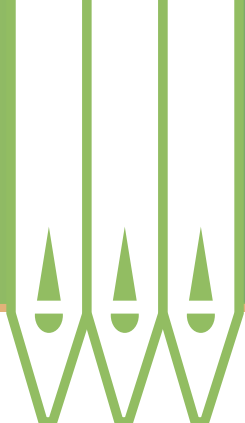
MEDIA KIT

THE WELL- TEMPERED FUTURE

**AMERICAN GUILD OF ORGANISTS
NATIONAL CONVENTION**

Seattle, Washington

July 3-7, 2022



Seattle, Washington
July 3–7, 2022

agoseattle2022.com
info@agoseattle2022.com



AMERICAN GUILD OF ORGANISTS

The American Guild of Organists (AGO) is the national professional association serving the organ and choral music fields and supporting approximately 12,300 members in about 275 chapters throughout the United States and abroad. The mission of the AGO is to foster a thriving community of musicians who share their knowledge and inspire passion for the organ.

2022 NATIONAL CONVENTION

It is expected that there will be more than 1,100 attendees at the AGO national convention in Seattle. Attendees include organists, choir directors, handbell ringers, organ builders, professors, teachers, and organ enthusiasts. *The recent public health crisis has disrupted many events. Please be assured that all advertising fees will be fully refunded should the convention not take place as originally planned.*

ADVERTISING OPTIONS

PROGRAM BOOK

The program book is the primary tool for providing attendees with schedules, programming, and convention events. Program books are frequently kept long after the convention as keepsakes. The program book will be approximately 80 pages in length.

MOBILE APP

The mobile app (for iOS and Android devices) is becoming the standard tool for communicating with conference attendees. Information such as attendee schedules, maps, stoplists, and performer bios will be available via the app. More than 85% of attendees will download the app, and the app will be consulted over 50,000 times.

WEBSITE (AGOSEATTLE2022.COM)

The convention website is visited regularly by members and nonmembers to access information about the convention, including registration, accommodations, performers, venues, and maps.

TOTE BAG FILLERS

Each attendee will be provided with a tote bag for use during and after the convention. The tote bag will include promotional materials such as a flyer, brochure, water bottle, or other approved items.

PRINT REQUIREMENTS

PROGRAM BOOK SPECIFICATIONS

- The convention is pleased to recommend skilled designers if needed.
- Printing process for the Program Book is offset lithography on excellent quality paper.
- All ads must be press-ready. Please submit press-optimized Adobe Acrobat PDF digital files with fonts and graphics embedded, and with all printer's marks.
- All images should be submitted with a resolution of at least 300 dpi.
- Color ads: All embedded graphics should be in CMYK color mode (not RGB).
- Black & White ads: All embedded graphics should be grayscale.

CONDITIONS

DEADLINE

All artwork is due by **Tuesday, February 15, 2022**. Submit all advertising materials to Maury A. Castro at maury.castro@agohq.org.

CONTRACT AND COPY REGULATIONS

- All ads are non-commissionable. There are no cash discounts.
- All ads must be paid for in advance.
- Placement of advertising assumes agreement with all stated policies in this media kit.

GENERAL

- The publishers reserve the right to decline any advertisement, before or after published closing date, that does not meet with their approval. Acceptance of advertising does not imply endorsement. Publishers reserve the right to head and/or box advertisements that in their opinion bear confusing resemblance to editorial matter. Improper or exaggerated copy will not be accepted. Placement location within the program book is not guaranteed, and is left to the discretion of the editor.
- The publishers will not be bound by any condition, printed or otherwise, appearing on any order blanks, insertion orders, or contracts when they conflict with the terms and conditions of this media kit or any amendment hereof.
- Advertiser and/or advertising agency assume liability for all content (incl. text and illustrations) of advertisements printed, and also assume responsibility for any claims therefrom made against the publisher, and agree to indemnify the publisher against any expense and loss suffered by reason of such claims.

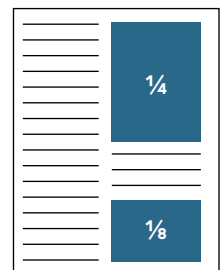
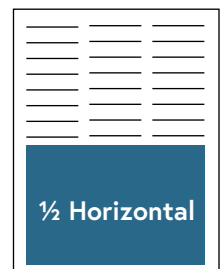
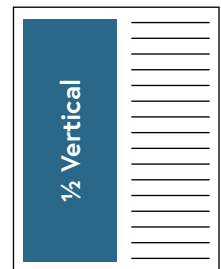


PRINT AD SIZES AND RATES

PROGRAM BOOK (8.5" x 11")

Space	Width (Inches)	Height (Inches)	Rate
Back Cover*	8.75	11.25	\$2,900
Inside Front Cover (Bleed)*	8.75	11.25	\$2,575
Inside Back Cover (Bleed)*	8.75	11.25	\$2,575
Full Page (Bleed)*	8.75	11.25	\$1,550
Full Page (No Bleed)	7	9.75	\$1,550
1/2 Page Horizontal	7	4.75	\$875
1/2 Page Vertical	3.375	9.75	\$875
1/4 Page	3.375	4.75	\$515
Business Card Size	3.375	2.25	\$250

* Trim 8.5" x 11", Live Area 7.5" x 10"





WEBSITE + APP REQUIREMENTS AND RATES

WEBSITE GENERAL INFORMATION, GUIDELINES, AND SPECIFICATIONS

- The convention is pleased to recommend skilled designers if needed.
- Ad space on any given page is limited, and is available on a first-come, first-served basis.
- Ad run will begin when the website is launched, by December 2021.
- All ads are labeled “advertisement.”
- Ads will be hyperlinked to the website of your choice. Please plan to submit your URL for the link.
- The webmaster will track clicks on your ad and make the results available to you.
- All ads are subject to the approval of the convention, including, but not limited to, subject matter, size, image, hyperlink and typography.
- The convention reserves the right to remove advertisements at any time.
- The convention is not responsible for the design of ads or for errors.
- Resolution: 72 dpi and a layered PSD file; JPG files only

WEBSITE

	Size	Rate
Home page banner slider <i>(second position in a 3-slider scroll; premium placement with only one ad available)</i>	1920 x 1080 pixels	\$1,800
Site-wide (including homepage) <i>image scroll placed a third to halfway down each page</i>	336 x 280 pixels	\$750

APP GENERAL INFORMATION, GUIDELINES, AND SPECIFICATIONS

- The convention is pleased to recommend skilled designers if needed.
- Ad space will be rotating, and is available on a first-come, first-served basis.
- Ad run will begin when the app is launched, during the first two weeks of June, 2022.
- All ads are labeled “advertisement.”
- Ads will be hyperlinked to the website of your choice. Please plan to submit your URL for the link.
- Clicks on your ad will be tracked and the results made available to you.
- All ads are subject to the approval of the convention, including, but not limited to, subject matter, size, image, hyperlink and typography.
- The convention reserves the right to remove advertisements at any time.
- The convention is not responsible for the design of ads or for errors.
- Resolution: 72 dpi
- PNG, JPG, or GIF files only
- Ad artwork is due **May 1, 2022.**

MOBILE APP

	Size	Rate
Rotational banner		\$850
For phones*	640 x 150 pixels	
For Tablets*	552 x 150 pixels	

*must submit both

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TOTE BAGS

- Materials appropriate for the tote bag include a flyer, brochure, water bottle (one only—contact advertising manager for availability) or other approved item.
- To reserve inclusion of materials in the tote bag, email maury.castro@agohq.org (see also contact info below).
- There is a flat fee of \$500 for inclusion in the tote bag.
- Materials must be received by **Friday, May 13, 2022**, to be included in the tote bags. Please allow time for shipment. Refunds for late shipments will not be provided.
- Items for inclusion in the tote bag are subject to approval by the convention.

- The convention is not responsible for the design of materials for inclusion in the tote bags or for errors.

Please ship tote bag materials to:

AGO 2022
c/o Plymouth Church
1217 Sixth Avenue
Seattle, WA 98101

Upon shipping your materials, please alert Ruth Williamson at registrar@agoseattle2022.com.

RESERVING SPACE, CONTACTS AND MISCELLANY

- Reserving space: Visit www.agoseattle2022.com/advertising to reserve space!
- Send all artwork for print, website, and app to: maury.castro@agohq.org

If you do not receive email confirmation within 48 hours of your submission, please follow up by email or phone (see contact info at right).

For all questions related to advertising, please contact:

Maury A. Castro, CAGO
Advertising Manager
AGO 2022 National Convention, Seattle
475 Riverside Dr., Suite 1260
New York, NY 10115
212-870-2311, ext. 4599
maury.castro@agohq.org

EXHIBITOR DISCOUNT

Exhibitors receive 10% off all advertising! For information about reserving an exhibit booth at the convention, please contact Wayne Gilreath, exhibits chair, at exhibits.seattle2022@gmail.com.