

## 2021-22 Ad Campaign Info and Tips

**Timeframe:** **WED., DEC. 1, 2021** is the LAST DAY for us to RECEIVE AD COPY (not just the promise of an ad). If an advertiser needs a few extra days to get ad copy to us by e-mail, that's OK as long as they reserve the size & space.

**Payment is due by JAN 15, 2022.**

### **Ad forms:**

- Top (white) page for advertiser, yellow page for Kent Singers.
- Fill in all info.
- **If possible, please get a current email address for the primary contact.**
- **Extra \$10 charge if ad requires us to do ANY revisions or layout** . No extra charge for a business card "as is" if advertiser doesn't ask for markups to it.
- Give completed yellow ad form, payment, and ad copy to Jill Sauser or Nancy Morse. If advertiser wants to mail or email the form to us:  
Kent Singers, P.O. Box 774, Kent, CT 06757 / ads@kentsingers.org
- Ads e-mailed to [ads@kentsingers.org](mailto:ads@kentsingers.org) are easiest for us.

### **Note:**

- After talking to an advertiser, let Jill or Nancy know if the advertiser is going to place an ad or not, so we can update our list (advertiser updates will be posted on Member webpage).  
jill.sauser@gmail.com / nadamsmorse@yahoo.com

### **Selling points/Suggestions:**

- Be enthusiastic about Kent Singers and our upcoming season!
- Ask for the owner or manager.
- Ad will go into booklet for all performances over the season: Kent - March 5 & 6; New Milford - June 12 (our "major work" concert). Advertisers will also be listed on our website.
- 2 complimentary tickets for advertisers who buy an ad of ½ page or more (good for any of our concerts).
- For repeat advertisers: give them a photocopy of their most recent ad or show them the ad in 2019-20 booklet, so they can see what they did before.
- For new advertisers: show them a 2019-20 booklet, so they can see its professional look, ad sizes, and who else is advertising.
- Ad forms will also be available on the Member page on our website. Remember to **print two copies** – one for the advertiser and one for Kent Singers.