

AGO 2024
SAN FRANCISCO

JUNE 30
TO
JULY 4

MEDIA KIT



ABOUT

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 13,000 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.

2024 NATIONAL CONVENTION

It is expected that there will be more than 1,000 attendees at the AGO national convention in San Francisco. Attendees include organists, choir directors, handbell ringers, organ builders, professors, teachers, and organ enthusiasts.

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.

WEBSITE (sfago2024.org)

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

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.

TOTE BAG INSERTS

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, or other approved items.

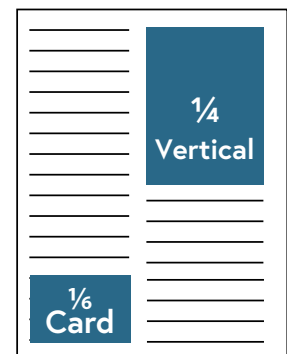
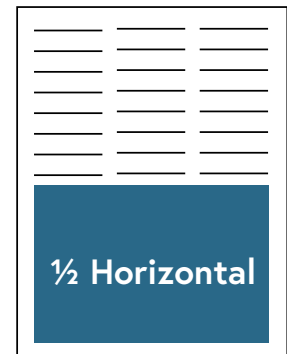


PRINT AD SIZES AND RATES

PROGRAM BOOK (8.5" x 11")

Space	Width (Inches)	Height (Inches)	Rate
Back Cover*	8.75	11.25	\$3,045
Inside Front Cover (Bleed)*	8.75	11.25	\$2,700
Inside Back Cover (Bleed)*	8.75	11.25	\$2,700
Full Page (Bleed)*	8.75	11.25	\$1,630
Full Page (No Bleed)	7	9.75	\$1,630
1/2 Page Horizontal	7	4.75	\$920
1/2 Page Vertical	3.375	9.75	\$920
1/4 Page Vertical	3.375	4.75	\$540
1/6 Page Business Card	3.375	2.25	\$265

*Trim 8.5" x 11" | Live Area 7.5" x 10" | Bleed is .125" all around



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 **Thursday, February 22, 2024**. 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.

WEBSITE + MOBILE 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 1, 2024**.
- ▶ 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
- ▶ Ad artwork is due **May 15, 2024**.

WEBSITE

Description	Size (Pixels)	Rate
On a desktop , the ad will appear as a header (top-right) on every page, including the homepage. Ads will be rotated randomly, with equal probability, at each page load.	Desktop* 240 x 120	\$850
On a mobile device , the ad will appear beneath the menu on every page except the home page, where it will appear mid-page.	Mobile* 400 x 80	<i>*must submit both sizes</i>

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, 2024**.
- ▶ 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 15, 2024**.

MOBILE APP

Description	Size (Pixels)	Rate
A rotating* banner that will appear on the home, sponsors, and exhibitors list pages.	1464 x 420	\$850

**time divided over a 24 hr. period by the total number of advertisers.*

TOTE BAGS INSERTS

- ▶ Materials appropriate for the tote bag include a flyer, brochure, or other approved item.
- ▶ To reserve inclusion of materials in the tote bag, email maury.castro@agohq.org (see also contact info below).
- ▶ Materials must be received by **Friday, June 14, 2024**, 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.
- ▶ If interested in sponsoring the tote bag, which includes your logo on the side of the bag, please contact Maury A. Castro, advertising manager, at maury.castro@agohq.org
- ▶ The convention is not responsible for the design of materials for inclusion in the tote bags or for errors.

Tote Bag Inserts	Flat Rate
Fee per each Tote Bag Insert	\$500

▶ **Please ship tote bag materials to:**

TO: AGO Show Office | Tote Bag Inserts
FOR: AGO 2024
C/O: Palmisano Delivery Service/Curtin Convention
365 E Grand Ave, Unit C
South San Francisco, CA 94080

- ▶ Upon shipping your materials, please alert Maury A. Castro at maury.castro@agohq.org.

RESERVING SPACE, CONTACTS, AND MISCELLANY

- ▶ Reserving space: Visit sfago2024.org/advertise-exhibit 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).

EXHIBITOR DISCOUNT

Exhibitors receive 10% off all advertising! For information about reserving an exhibit booth at the convention, please contact Maury A. Castro, exhibits sales manager, at: maury.castro@agohq.org.

FOR ALL QUESTIONS RELATED TO ADVERTISING, PLEASE CONTACT:

Maury A. Castro, CAGO

Advertising Manager
475 Riverside Dr., Suite 1260
New York, NY 10115

212.870.2311, ext. 4599
maury.castro@agohq.org