

About the "We Always Swing"TM JAZZ SERIES

With the 2011/2012 season, the "We Always Swing"TM Jazz Series undertakes its seventeenth year. It promises to be one of our best to date. Founded in 1995, the Jazz Series affords mid-Missourians the opportunity to hear the world's most respected and well-known jazz artists – from the up-and-coming stars to those who have achieved legendary status.

Each season the Jazz Series offers a strong concert subscription schedule augmented and strengthened by a wide array of educational activities including: "Jazz in the Schools" Initiative, "Artists-in-Residence" Program, "Annual Children's Concert" and a Scholarship Program that, each summer, creates an opportunity for aspiring students to experience a week at an intensive jazz camp studying with professionals and performing with peers who come from all over the country.

The Jazz Series encourages Concertgoers to become season ticket holders or select among the available multiple-concert packages including "The Sampler," which allows people to create their own concert schedule. Concertgoers can also choose to attend individual events. Student and group ticket discounts are also available.

Support for the Jazz Series and its official publication - *Jazz Series Concert Review* - is generated through ticket sales; federal, state and local grants and contracts; foundations; area businesses and through the generous tax-deductible contributions from individual donors.

The Jazz Series is an independently run affiliated program of the University of Missouri College of Arts & Science. It is one of fewer than 10 all-jazz community-based projects in the entire country that is situated in a 200,000 person market. The project is administered by "We Always Swing,"TM Inc., a 501(c)(3) not-for-profit corporation.

A Great Way to Support the Jazz Series: Be a Jazz Series Concert Review/Website Sponsor

Jazz Series Concert Review sponsors provide us with much-needed additional and important support through our print- and web-based publication. Each of the four (4) individually produced programs covers two to four concerts. They provide substantive biographical information about and the recording histories of the visiting performers. The concert programs are offered gratis to concertgoers before each performance as well as placed on the Jazz Series website, wealwaysswing.org, where the publications enjoy ongoing "shelf life." As a *JSCR*/Website Sponsor, we are pleased to offer this added exposure.



Jazz Series Concert Review Publication/Website Sponsorship Opportunities

2011/2012 SEASON DISPLAY NOTICE RATES



218 N. Eighth St.
Columbia, MO 65201
wealwaysswing.org

printed by  Document Efficiency
At Home

Jazz Series Concert Review Sponsor Packages

Increased Participation and Response to the JSCR/Website Sponsorship:

It is three years since we launched the special print/web hybrid edition of the *Jazz Series Concert Review* and began the availability of the customized JSCR/WEBSITE Sponsorship. With each passing season the number of publication-website sponsors has increased with many noting both the print and digital-hyperlinked website editions of our concert program books stand out for their look, content and overall quality. Similarly, we continue to enjoy a great deal of positive feedback from audiences who receive the publication gratis noting they like the idea of receiving complimentary in-depth concert programs while attending performances AND having the opportunity to revisit content and information about past performers on our web site – wealwaysswing.org. As a result, last season, for the first time, we left each of the four concert programs on our site throughout the entire schedule. We will do so again during the 2011/2012 season, which allows for additional exposure for and thanks to JSCR/Website Sponsors.

New “look” for JSCR: More compact, easier to hold/read.

While we have enjoyed the full-page look of previous editions of the *Jazz Series Concert Review* this season we decided to pare the publication down in size to resemble the famed half-page *Playbill* that has been so successful. There will be no cut in content – we’ll just make the book easier for people to carry and take with them as well as easier to read while attending shows. Ad size will be proportionately adjusted as well, meaning each dimension will represent the same percentage of the page. Prices for 2011/2012 remain identical to those of the previous season.

Fair Pricing and Special Advantages to JSCR/Website Sponsors:

While publishing FOUR (4) distinct issues of JSCR is a challenge for the Jazz Series we have attempted to make the cost to sponsors reasonable for those who purchase space. We have also incorporated a myriad of “value-added” advantages – such as including the program on our web site and allowing JSCR Sponsors the opportunity to alter their content issue-by-issue – in both print and digital editions. Sponsors can customize display notices to fit specific time frames. There is no cost for this service.

Display Notice Rates

SIZE	1X	2X	3X	4X
Full Page.....	\$770	\$1,200	\$1,500	\$1,775
1/2 Page.....	\$460	\$770	\$960	\$1,120
1/4 Page.....	\$275	\$460	\$600	\$700
1/8 Page.....	\$165	\$275	\$350	\$410

[Rates listed reflect black & white in-print pricing. For an additional 15% print Display Notices can also be delivered in color. Website versions of display notices can be in color at no additional cost.]

Notice Sizes

SIZE	W	X	H
Full [live area].....	5”	x	7.6”
Full w/bleeds.....	6.25”	x	9”
1/2 H.....	5”	x	3.7167”
1/2 V.....	2.4167”	x	7.6”
1/4.....	2.4167”	x	3.7167”
1/8.....	2.4167”	x	1.7819”

[All sizes in inches]

Best Value!

Season Pricing [All 4 issues]

\$1,775 Level – Full Page

- Large logo on JSCR Sponsors webpage AND Business name included in Contributors Roster [web and concert program]
- FOUR tickets to Jazz Series concert* or two tickets to two select concerts. [*Tickets subject to availability.]

\$1,120 Level – Half Page

- Large logo on second tier of JSCR Sponsors webpage AND Business name included in Contributors Roster [web and concert program]
- FOUR tickets to Jazz Series concert* or two tickets to two select concerts. [*Tickets subject to availability.]

\$700 Level – Quarter Page

- Smaller logo on third tier of JSCR Sponsors webpage AND Business name included in Contributors Roster [web and concert program]
- TWO tickets to Jazz Series concert* or one ticket to two select concerts. [*Tickets subject to availability.]

\$410 Level – Eighth Page

- Small logo on fourth tier of JSCR Sponsors webpage AND Business name included in Contributors Roster [web and concert program]

As a JSCR/Website Sponsor you can also select the size – 1/8-Page to Full-Page – and frequency – placing your display notice in one, two, three or all four of the season’s programs; price points are based on size and frequency. Sponsors can even change the size of display notices from issue to issue paying a pro-rated price for each specific display notices. In addition to being fairly priced we try to offer you many other advantages and opportunities to “customize” your exposure(s).

Hyperlinks Galore:

Beyond publishing display notices in JSCR editions we are pleased to link JSCR/Website Sponsors display notices to their websites from our location. Additionally, we will list all JSCR Sponsors’ businesses and/or services in the back of each print version of the *Concert Review* program and include your business or service within our “Contributors Roster” – our list of current individual donors – on our web page with, again, a link to your web site from ours. The website also includes specific logo placement with other JSCR/Website Sponsors on a distinct assigned website page. The logos provide another link to your site.

Website Traffic: [Source: Google Analytics]

From May 2010 to May 2011 visitors to wealwaysswing.org more than tripled from under 5,000 people to more than 15,000. The average length of time per visit spent on the site is 2 minutes 55 seconds with visitors clicking through to more than three different pages per visit. We expect this upward trend to continue during the upcoming 2011/2012 season.

- 27% of visitors: Direct traffic to our website.
- 36% of visitors: Resultant traffic from other websites (links).
- 37% of visitors: Resultant traffic from search engines.

- 2 min. 55 sec.: Average time spent on website per visit.
- 3.17: Average number of page views per visit.
- 50: Number of states represented that visited our site.
- Top 5 States: Missouri, Illinois, New York, California and Kansas

Savings and Flexibility:

- Best Value: Purchase space in all FOUR (4) issues.
- OR Purchase space in as many or as few issues as you like.
- You may alter your Display Notice from issue to issue at no extra charge.
- Make full payment within 30 days of your space reservation and save an additional 10%.
- Pay 50 percent of the amount due within 30 days of your space reservation and save an additional 5%.
- Issue-by-issue and other payment plans available.
- Pay by CC/Debit Card (MC/V/Disc. Accepted)
- Pay by Check (Payable to “We Always Swing”™ Inc.)

SPECIAL OFFER

Become an “Issue” Sponsor [\$2,500]

- Recognition on the specific issue cover with logo placement
- Logo placement on Table of Contents page
- Full-Page Display Notice on Page 4 of “Your” issue
- Half-Page Display Notice in EACH of the other THREE (3) Issues
- Stage announcement at each concert covered by the sponsored program
- Special acknowledgement at the top of the “List of Advertisers” section
- Acknowledgement on our web site with link to your site
- Large logo in the JSCR Sponsors section of our web site AND Business name included in Contributors Roster [web and concert program]
- TWO (2) tickets to each of the concerts “Your” issue covers
- Invites and opportunity to participate in announced special receptions

Requirements:

- Send black & white or color (available on space available basis) for Concert Programs.
- Send color version for web site placement
- High resolution 300 dpi at target print size.
- File formats: PDF (preferred), EPS (all fonts outlined), Quark 4.0 or earlier, InDesign CS5.5 or earlier.
- Include linked graphics, photos, logos and fonts when sending native files.
- Send electronically (preferred) or deliver on CD
- If needed Jazz Series will design your ad (\$50 additional cost)

How to Reserve Space/Questions?

573-449-3009 • info@wealwaysswing.org • www.wealwaysswing.org

Submissions/File Questions Only:

Lin Teasley • Cottonwood Graphics • lin@cottonwoodgraphics.com