



TC Advertising Insert Specifications

If your organization would like to utilize an 'insert' for advertising with Tone Cluster, the following guidance applies:

- Inserts (alone) are the cost of a full page inside advertisement (see documentation on rates)
- Inserts used in conjunction with an existing advertisement (full page or cover) are considered part of the advertisement; for smaller ads, contact the advertising coordinator to discuss any additional charges that may apply.
- Insert sizes must be no larger than 5.5" wide x 8.5" high to ensure they fit within the bounds of the printed programme. Larger materials will not be accepted.
- The advertiser is responsible for all costs and logistics associated with producing the insert.
- The insert must be available at least one week before the event date.
- Due to the choir's limited personnel resources, the advertiser will need to provide assistance for 'stuffing' the insert into the printed programmes (one or two volunteers to help with the 'stuffing effort', as arranged with the advertising coordinator). Alternatively, an additional \$45 service fee will be assessed.
- There are a limited number of inserts allowed per programme. Reserve your space early to guarantee availability!