



*Jazz Series Concert Review/
Small Business Sponsorship*

Display Notice Rates

Half-Season

(Two Concert Programs)

218 N. Eighth St.
Columbia, MO 65201
573-449-3009

www.wealwaysswing.org
info@wealwaysswing.org

About the “We Always Swing” Jazz Series

With the 2007/2008 season, the “We Always Swing” Jazz Series celebrates its 13th year of operation. 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 schedule plus a wide array of educational activities. This includes our Jazz in the Schools” Initiative, an artists-in-residence program, a children’s concert and a scholarship program that, each summer, affords four (4) high school and college-aged aspiring students the opportunity to experience a week at an intensive jazz camp.

Concertgoers may subscribe to an entire season, purchase multiple-concert packages or buy tickets to individual events. Student and group ticket discounts are available. Support for the Jazz Series is generated through ticket sales; federal, state and local grants, foundations, area businesses and through the generous tax-deductible contributions from individuals. Additional and important support is generated through our print- and web-based “Small Business Sponsorship Packages,” which incorporates the Jazz Series Concert Review Programs.

The Jazz Series is one of fewer than 10 all-jazz, community-based projects situated in a market of 250,000 or fewer people in the entire country. The project is administered by “We Always Swing,” Inc., a 501(c)(3) not-for-profit corporation.

Requirements

- Send black & white for Concert Programs.
- Send color (if desired) 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 CS 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 fee)

Savings and Flexibility

- Purchase space in remaining two issues of Jazz Series Concert Review AND space in special JALC w/ Wynton Marsalis programs and save 20%!
- 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. You choose what works best for you.

“We Always Swing”
JAZZ SERIES
218 N. Eighth St.
Columbia, MO 65201



2007/2008 "We Always Swing" Jazz Series

Small Business Sponsor Packages/ Jazz Series Concert Review Display Notices

Jazz Series Concert Review/Small Business Sponsor Packages

In its first year, close to 20 businesses took advantage of our forward-thinking print/web hybrid Jazz Series Concert Review/Small Business Sponsor Packages – and you were one of them. We received a great deal of positive feedback from a number of you as well as from the general public who said they still liked the idea of receiving our in-depth concert programs when they attended performances but also liked re-visiting them on line after the fact.

People also said to us they loved the idea that the entire program – including all the display notices – was available to them on the web on an ongoing basis – and that having ads on the web in color at no extra cost was a nice bonus.

We're pleased to say that success of the program enables us to continue with Jazz Series Concert Review for the 2007/2008 season. We are also pleased to say that as a current participant we are able to offer you continued participation at the same price as last year.

What we ask is that you let us know before August 1, 2007, and that you agree to commit for the entire 2007/2008 season. As was the case last year, once you have committed, the space is yours for the season. You can alter your ads any time you like, you can submit a black and white display notice for the print version and a four-color ad for the web version.

We will again list all our display advertisers in the back of each Concert Review as well as include your business or service within our "Contributors Roster" on the web page with, again, a link to your web site – www.wealwaysswing.org – which received approximately 30,000 hits in the past year.

In advance, thank you for your continued support!



\$480/\$700 Level

- Large logo on JSCR Sponsors webpage
- Business name included in Contributors Roster (web and concert program)
- Four tickets to a select Concert except Sunday's at Murry's or special events. (or two tickets to two select concerts. Tickets subject to availability.)

\$300/\$475 Level

- Large logo on JSCR Sponsors webpage
- Business name included in Contributors Roster (web and concert program)
- Two tickets to a select concert except Sunday's at Murry's or special events. (or two tickets to two select concerts. Tickets subject to availability.)

\$180/\$275 Level

- Medium logo on JSCR Sponsors webpage
- Business name included in Contributors Roster (web and concert program)

\$100/\$175 Level

- Small logo on JSCR Sponsors webpage
- Business name included in Contributors Roster (web and concert program)

Additional Related Information

- *Concert Programs will incorporate all regularly scheduled concerts between January 1-April 30, 2008. Program No. 3 covers 2 concerts (1/27/08 and 2/24/08); Program No. 4 covers 3 concerts (3/30/08, 4/13/08 and 4/27/08).
- Concert Programs are 8½" X 11"; b/w.
- Concert Programs will be placed on the "We Always Swing" Jazz Series Website: (www.wealwaysswing.org).
- NOTE: Content of Web Site version of Concert Programs are full color including display notices. Please send your copy in b/w AND color.
- Small Business Packages/Concert Review Display Notice placement includes hyperlink to your site as logo AND Contributors Roster listing. (Reciprocity requested on web sites with the tag line: "We support the "We Always Swing" Jazz Series).

Reserve Space or for Display/Jazz Series Questions

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

Submit Notices or for File Questions

Lin Teasley, Cottonwood Graphics
lin@cottonwoodgraphics.com

Display Notice Sizes*

SIZE	W	X	H	SIZE	W	X	H
Full	7.75	x	10.25	1/4	3.8125	x	5.0625
1/2 H	7.75	x	5.0625	1/8 H	3.8125	x	2.4688
1/2 V	3.8125	x	10.25	1/8 V	1.8438	x	5.0625

*all sizes in inches

Display Notice Dates

ISSUE	RESERVE	SUBMIT	SEE
#3Dec. 8Dec. 26Jan. 27
#4Feb. 11March 1March 30

Discounts

- Pay full amount within 30 days of purchase and receive a 10% discount
- Pay half of amount due within 30 days of purchase and receive a 5% discount.

