# 2017 BCA 10 GALA PROGRAM BOOK RECOGNITION ADVERTISEMENTS

Purchasing a recognition advertisement in the event program is a great way to support the honorees and Americans for the Arts’ mission to promote business and arts partnerships nationwide.

A recognition advertisement pays tribute to the evening’s honorees, presenters, performers, staff, board, etc. Ads created solely for self or business promotion will be subject to change. *No goods or services are offered; contributions are fully tax deductible.*

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>SPECS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>8.25” w by 10.25” h (trims to 8” w by 10” h)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>8.25” w by 10.25” h (trims to 8” w by 10” h)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.25” w by 10.25” h (trims to 8” w by 10” h)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>8.25” w by 5.25” h (trims to 8” w by 5” h)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>4/25” w by 5.25” h (trims to 4” w by 5” h)</td>
<td>$ 800</td>
</tr>
</tbody>
</table>

## SPONSOR PRICING:
Sponsors receive complimentary and/or discounted advertising

<table>
<thead>
<tr>
<th>SPONSOR LEVEL</th>
<th>AVAILABLE ADVERTISING</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leader: $50,000</td>
<td>Inside front or back cover</td>
<td>Complimentary, as available</td>
</tr>
<tr>
<td>Champion: $25,000</td>
<td>Full Page, interior placement</td>
<td>Complimentary</td>
</tr>
<tr>
<td>Sustainer: $15,000</td>
<td>Half Page</td>
<td>Complimentary</td>
</tr>
<tr>
<td>Investor: $10,000</td>
<td>Quarter Page</td>
<td>Complimentary</td>
</tr>
<tr>
<td>Patron: $5,000</td>
<td>Full Page</td>
<td>$1,750</td>
</tr>
<tr>
<td>(discounted rates)</td>
<td>Half Page</td>
<td>$ 825</td>
</tr>
<tr>
<td></td>
<td>Quarter Page</td>
<td>$ 650</td>
</tr>
</tbody>
</table>

## FORMAT REQUIREMENTS:
- Must be in .tiff or .pdf format
- 300 dpi or higher
- Fonts and images must be embedded
- Event program is in full color

## DEADLINE:
All creative due: August 30, 2017
BCA@artsusa.org
## 1. Provide your contact information
Name: ____________________________
Title: ____________________________
Organization: _____________________
Address: __________________________
City/State/Zip: ____________________
Phone: ____________________________
Email: ____________________________

## 2. Select your gift recognition preference
__ I/We wish to be recognized as: ____________________________
__ I/We wish to be recognized as Anonymous

## 3. Provide your payment information
__ A check is enclosed, payable to Americans for the Arts
__ I/We wish to pay by credit card
Card type: Visa MasterCard AmEx Discover
Card number: ____________________________
Expiration date: ____________ Security code: ________
Name on card: ____________________________
Signature: ____________________________
__ I/We Wish to be invoiced for this donation by ________(date)

## 4. Select an ad type
**Non-sponsors**
__ Inside front cover: $5,000
__ Inside back cover: $4,500
__ Full page: $2,000
__ Half page: $1,000
__ Quarter page: $800

**Sponsors**
__ Leader: FREE inside front or rear cover (as space available)
__ Champion: FREE full page ad
__ Sustainer: FREE half page ad
__ Investor: FREE quarter page ad
__ Patron: DISCOUNT ad
__ Full page: $1,750
__ Half page: $825
__ Quarter page: $650
__ I do not wish to place an ad, but I would like to make a contribution to the BCA 10 gala: $____________

## 5. Return this form
**By Mail:**
Americans for the Arts
ATTN: BCA 10
1000 Vermont Ave, NW
Washington, DC 20005
**Email:** BCA@artsusa.org
**Fax:** 202.371.0424

**Questions?**
Jessica Gaines, BCA Coordinator
BCA@artsusa.org
202.371.2830

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Thank you for supporting the BCA 10 and Americans for the Arts.