

**REACH
THOUSANDS
WITH A
PROGRAM AD!**

JCCC.EDU/MTC

GREAT DEALS FOR EVERY BUDGET!

ENDLESS VARIETY | MATCHLESS TALENT



**MIDWEST TRUST
CENTER SERIES**

JOHNSON COUNTY COMMUNITY COLLEGE

The official program for the Midwest Trust Center at Johnson County Community College provides attendees with performer biographies, valuable show information, and recognition of corporate sponsors.

Each year, thousands of Kansas City and Lawrence area residents attend the series known for its wide variety of modern dance, comedy, classical and chamber music, pop tunes, rock bands and folk acts.

Programs will be available primarily in digital format. By advertising in the 2023-2024 program, your business can join Johnson County's premier professional performing arts center, providing arts and culture to the community in Johnson County, Kansas City, and beyond!

If you have questions or would like to secure an advertising position, we would love to hear from you!

Best regards and thanks for your consideration,

Janell Rinne
Marketing Coordinator
JCCC Midwest Trust Center
913-469-8500 Ext. 4317
jrinne2@jccc.edu

DEADLINES

Space reservation due:
July 10, 2023

Materials due:
July 31, 2023

FULL-COLOR RATES

Full page\$1,875
Half page.....\$1,275
Quarter page \$ 750

RATES FOR PREFERRED PLACEMENT FOR FULL PAGES

Lead on home page..... \$3,000
Featured Artist bio page..... \$2,500

| ADVERTISER BENEFITS | Full page | Half page | Quartet Page |
|--|------------------|------------------|---------------------|
| Recognition (text listing) on the donor board in the lobby of the Midwest Trust Center | ✓ | ✓ | ✓ |
| Recognition (text listing) in the program book for the entire season | ✓ | ✓ | ✓ |
| Logo on the JCCC Midwest Trust Center website | ✓ | ✓ | ✓ |
| Half-page letter from the president/owner in one program | ✓ | | |
| Friends of the Midwest Trust Center Director-level benefits | ✓ | ✓ | |

PLEASE REMIT PAYMENTS TO:

JCCC Midwest Trust Center
Attn: Janell Rinne
12345 College Blvd.
Overland Park, KS 66210

CONNECT WITH AFFLUENT RESIDENTS

By placing your ad in the program, you will reach affluent Kansas City and Lawrence area residents and businesses.

AUDIENCE AND DISTRIBUTION

Reach thousands of attendees over the course of the season. Program book is available in digital form for patrons at all performances.

CONTENT

The program book for the Midwest Trust Center features performance information, performer biographies and a list of donors.

IMPORTANT NOTES

- ❑ All advertising is subject to Johnson County Community College approval.
- ❑ A minimum \$500 late fee will be charged for materials received after the deadline.
- ❑ Payment on ad space is due at space deadline. All prices are net.
- ❑ All signed agreements are firm. No cancellations are accepted.
- ❑ No agency commission or cash discounts are accepted.
- ❑ Ads must be congratulatory in nature.

Digital programs, including your ad, will be available through Inside Guide. Links to the program will be available at jccc.edu/MTCprogram, in reminder emails sent 48 hours before events and through QR codes at each event.

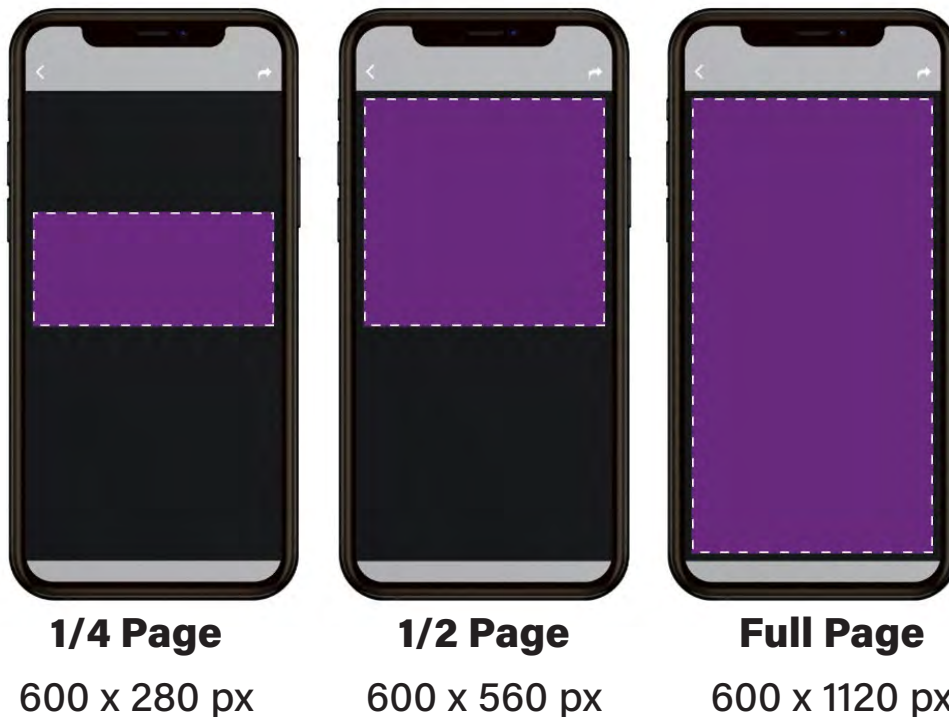
MATERIALS REQUIRED FOR DIGITAL PRODUCTS

- ❑ Accepted file types: JPG, PNG and GIF files. This includes animated GIFs.
- ❑ Maximum file size per image is 5 MB. We recommend keeping images under 1 MB.
- ❑ Recommended image resolution is 150 dpi.
- ❑ Please include a URL where you would like your ad to link to.

UNACCEPTABLE FILE TYPES

- ❑ Microsoft Word, Excel, PowerPoint or Publisher files will not be accepted. If you need assistance with your ad creation, contact JCCC.

AD SIZES:





MIDWEST TRUST CENTER

JOHNSON COUNTY COMMUNITY COLLEGE

12345 COLLEGE BLVD. | OVERLAND PARK, KS 66210-1299

