



**SWBMAI 2009-2010 In-Kind Donation Packages**  
**Requests for \$500 or Over Require Observation of SWBMAI's Financial Request Rules**  
(see financial request rules at [www.swbmai.org/support/](http://www.swbmai.org/support/))

\$100 In-Kind Package

Half Page Horizontal *Fireball Mail* Newsletter Ad (8½" x 5-½")  
SWBMAI Website Ad (full zone for 1 calendar month or less)

\$225 In-Kind Package

Volunteer Request to SWBMAI membership via email

\$500 In-Kind Package

Full Page *Fireball Mail* Newsletter Ad (8½" x 11")  
Member Email Alert (customized message with a 400 word maximum)

\$1,000 In-Kind Package

Full Page *Fireball Mail* Newsletter Ad (8½" x 11")  
Member Email Alert (customized message with a 400 word maximum)  
Member Email Alert #2 (customized message with a 400 word maximum)  
SWBMAI Website Ad (top position on the home page for 1 calendar month or less)

\$1,500 In-Kind Package

Full Page *Fireball Mail* Newsletter Ad (8½" x 11")  
Member Email Alert (customized message with a 400 word maximum)  
Member Email Alert #2 (customized message with a 400 word maximum)  
Non-current Member Email Alert (customized message with a 400 word maximum)  
Non-current Member Email Alert #2 (customized message with a 400 word maximum)  
SWBMAI Website Ad (top position on the home page for 2 calendar months or less)  
Volunteer Request to SWBMAI membership via email

**Exchange Terms**

If you receive an in-kind donation from SWBMAI, valued as described above, you agree to:

- Name one authorized contact from your event must be named with exclusive authorization privileges for entering into an agreement on behalf of the event;
- Name one authorized contact person must be named to act as a liaison between your event and SWBMAI with all communications funneled through that single contact;
- Acknowledge SWBMAI in all publicity about the event or project by including the Southern Wisconsin Bluegrass Music Association, Inc.'s (SWBMAI) logo in all printed and electronic communications about the event and stating the full name of the organization in all verbal mentions;

- Provide a table at your event for SWBMAI's membership and misc. product sales as well as information distribution;
- Provide one free event admission ticket for each \$75 in funding for distribution by the SWBMAI Board to the SWBMAI membership; if the event does not charge admission other items of value must be specifically named for exchange such as event t-shirts, preferred seating, preferred parking, private event inclusion, etc.;
- Provide a brief narrative report and financial summary to SWBMAI following the event.

### **Content**

The SWBMAI Board of Directors reserves the right to reject ads and/or email content for any reason, including, but not limited to, the following:

- 1) Prohibitions in advertising that jeopardize the non-profit standard mail rate according to the laws and regulations of the U.S. Postal Service;
- 2) Inappropriate content;
- 3) Availability of space;
- 4) Ads that conflict with the mission of SWBMAI.

### **Production Notes**

#### Newsletter

The *Fireball Mail* is published bi-monthly in January, March, May, July, September and November. The advertising deadline for each issue is the 10<sup>th</sup> of the month preceding the month of publication. All ads must be submitted electronically to [fireballmaileditor@gmail.com](mailto:fireballmaileditor@gmail.com) and accompanied by the name of the organization or business, full, name, address as well as the phone number and email address of a contact person.

#### Newsletter Advertising File Submissions:

1. Supported file types: PDF, tiff, eps, and jpg files.
2. Resolution: High-resolution is 200-300 dpi at the ad's actual size (100%). Maintain 300 dpi for maximum clarity; screen resolution (72 dpi) is unacceptably low.
3. Ads may be either full-color or B&W. Electronic newsletter distribution via email will reproduce the ad in either color combination. However, newsletter distribution via U.S.P.S. is in B&W only so color ads will be converted prior to print production.

#### SWBMAI Web Site Advertising

Advertising on [swbmai.org](http://swbmai.org) puts your ad in front of an *extremely* targeted audience. Swbmai.org is viewed over 10,000 times a month and over 300 times a day by 2,250 unique visitors. Visitors average about 4 pages per visit. Despite the high traffic, our bounce rate is under 50%. Swbmai.org is the number one hit for the search term "Wisconsin bluegrass" on Google, Yahoo, Ask.com and Live Search. The site is also the number one hit for the search term "Wisconsin bluegrass festivals" on Google, Ask.com and Live Search.

The advertising deadline 2 weeks prior to web posting. All ads must be submitted electronically to [swbmai@gmail.com](mailto:swbmai@gmail.com) and accompanied by the name of the organization or business, full, name, address as well as the phone number and email address of a contact person. We offer 125px by 125px ads over multiple ad zones. Zones are offered top to bottom, in order of longest continuous ad campaign.

#### SWBMAI Web Site Advertising File Submissions:

1. Ad must be 125×125px square
2. No animated images (gif, etc...) or audio ads
3. 25k max