

ILLINOIS CENTRAL BLUES CLUB

ADVERTISING RATES

SPONSORSHIP OPPORTUNITIES



Advertising Schedules

ISSUE CLOSE DATE

Jan/Feb 1st Newsletter
Mar/Apr 2nd Newsletter
May/Jun 3rd Newsletter
Jul/Aug 4th Newsletter
Sep/Oct 5th Newsletter
Nov/Dec 6th Newsletter

ARTWORK DUE

December 1st
February 1st
April 1st
June 1st
August 1st
October 1st

PUBLICATION MAILED

Last week December
Last week February
Last week of April
Last week of June
Last week of August
Last week of October

Advertising Rates

Full Page (10" x 7.5") \$100
1/2 Page (4.5" x 7.5") \$50
Business Card size ad \$25

Sponsorship Opportunities

Blue Mondays – Every Monday of the year the ICBC hosts the longest running live music event at The Alamo, 115 N. 5th St., Springfield. This event averages 100 audience members, but nationally acclaimed acts can draw twice that number. Sponsors of this event will be included in all promotional materials, will have a full page ad in the ICBC newsletter, and will be announced at each Blue Monday. The Sponsor will also have their logo on the ICBC website.

Blues in the School/Community (BITS) – ICBC conducts several BITS programs through-out the year. Programs are conducted in various schools, and nursing homes in Central Illinois as well at some festivals. Sponsors of this event will be included in all promotional materials, will have a full page ad in the ICBC newsletter, and will be announced at each program. The Sponsor will also have their logo on the ICBC website.

ICBC Blues Challenge – held in conjunction with the Old Capitol Blues & BBQ. The ICBC conducts the challenge to choose a band and a solo/duo act to represent the ICBC at the International Blues Challenge held in Memphis. The event is approximately six hours and draws an average of 7,000 who come and go during that time frame. Sponsors of this event will have a prominent banner on the stage, will be announced through-out the day, have a full page ad in the ICBC newsletter, and will be included in all promotional materials. The Sponsor will also have their logo on the ICBC website.