



Spirit & Place

a citywide collaborative festival managed by The Polis Center at IUPUI

1200 Waterway Boulevard
317-274-2455 • fax 317-278-1830
Indianapolis, IN 46202-2157
www.spiritandplace.org

Dear Advertiser:

Don't miss these two opportunities to reach a prime market this fall!

1. **Magazine for the Spirit & Place Festival** (35,000 distributed, 90-day shelf life from Sept-Nov). Indiana's largest civic celebration, scheduled for November 5-14, impacts over 17,000 people annually. The magazine is a four-color, 50+ page publication that includes descriptions of festival programs and essays by leading local voices. It is distributed via direct mail, 100+ partner organizations, and through public libraries, coffee shops, and other public gathering spots. The "shelf life" of the magazine is almost three full months for Spirit & Place patrons, who are often seen carrying it during the entire festival. (Visit the "festival" page at www.spiritandplace.org to see a sample.)

Spirit & Place patrons include Indianapolis' culturally-minded, affluent, and well-educated citizens:

- 32.6% have a bachelor's degree
- 45.6% have a graduate degree or higher
- 64.7% are women

2. **Event Program for Anthony Bourdain & Eric Ripert** (2,000 distributed on September 30). Celebrity chefs Bourdain, host of The Travel Channel's "No Reservations," and Ripert, host of NPR's "Avec Eric," come to Clowes Hall on Thursday, September 30 for a conversation on food, place, and culture. The event is presented in partnership with the Indiana Humanities Council and Butler University's Center for Faith and Vocation.

Now in its 15th year, the 2010 Spirit & Place Festival will celebrate the theme *Food For Thought*. High-profile opening weekend events will feature (1) the world premier of the Vienna Vegetable Orchestra in an innovative performance on vegetable instruments; (2) "Play with Your Food," an interactive day of family fun with food sculptures and children's illustrator Saxton Freymann; and (3) chef Dan Barber of New York's Blue Hill restaurant with Krista Tippet from NPR's

Our Mission: To promote civic engagement, respect for diversity, and public imagination through creative collaborations between the arts, humanities, and religion.

"Speaking of Faith" in a conversation on mindful eating. These signature events are mounted in partnership with the **Indianapolis Museum of Art, Indianapolis-Marion County Public Library, and Congregation Beth-El Zedeck**. During the week that follows, people of all ages will explore what *Food For Thought* means through exhibits, panel discussions, performances,

workshops, intergenerational gatherings, and more. Programs are largely free or low-cost and are held in numerous venues throughout Central Indiana.

Spirit & Place is a collaborative community project managed by the Polis Center of the IU School of Liberal Arts/IUPUI with significant support from Lilly Endowment Inc., Butler University, IUPUI, University of Indianapolis, the Indianapolis Foundation (an affiliate of CICF), Allen Whitehill Clowes Charitable Foundation, and other community partners.

These two advertising opportunities offer your organization an excellent vehicle for reaching a highly-prized market. We look forward to maximizing your marketing to this exceptional audience.

Sincerely,

Pam Blevins Hinkle
Spirit & Place Director

Nancy S. Hardin
Program Advertising Manager
nancyhardin@comcast.net, 317-576-8171

→ See back for Space Reservation Form ←



Advertising Space Reservation for Spirit & Place Magazine & Bourdain/Ripert Event Program

MAGAZINE DEADLINES: Space Reservation due June 30, 2010. Camera-Ready due July 23, 2010
EVENT PROGRAM DEADLINES: Space Reservation due August 15, 2010. Camera-Ready due August 30, 2010
Any files received past the deadline are not guaranteed inclusion in the magazine.

-----Check Your Ad Selection Below-----

<u>Ad Sizes</u>	<u>S&P Magazine</u>	<u>Bourdain/Ripert Event Program</u>	<u>Save on the Combo Price</u>
* Outside Back Cover	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$3,150
*Inside Front/Back Cover	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$880	<input type="checkbox"/> \$2,775
Full Page Inside – 4 color	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$720	<input type="checkbox"/> \$2,250
Full Page Inside – b/w	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$640	<input type="checkbox"/> \$2,000
½ page – 4 color	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$480	<input type="checkbox"/> \$1,500
½ page – b/w	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$400	<input type="checkbox"/> \$1,250
¼ page – 4 color	<input type="checkbox"/> \$800	<input type="checkbox"/> \$320	<input type="checkbox"/> \$1,000
¼ page – b/w	<input type="checkbox"/> \$600	<input type="checkbox"/> \$240	<input type="checkbox"/> \$750

* Subject to availability

Prices net to agency and advertisers – Commission not included.

Ad Dimensions & Mechanicals

	S&P Magazine	Bourdain/Ripert Event Program
Full Page Size	7.5" wide x 9.5" high	5" wide x 8" high
½ Page Size	3.375" wide x 9.25" high (vertical) or 7" wide x 4.5" high (horizontal)	5" wide x 4" high (horizontal only)
¼ Page Size	3.375" wide x 4.5" high (vertical only)	2.437" wide x 4" high (vertical only)
Trimmed Page Size	7.625" wide x 10" high	5.5" wide x 8.5" high
Preferred File Format	PDF – press optimized with all fonts and graphics embedded. For full color ads, include any image(s) in CMYK format. For the best results, use high resolution images and graphics. Images pulled from the Web are not suitable for printing. Please also furnish a hard copy.	
File Name	Include the name of the advertiser and ad size. Ex: ABC Company quarter.pdf	
Artwork Charges	All charges for artwork, layout, special typography, inks alterations of original copy, required or requested modifications to be submitted electronic files, or additional proofs, from modified electronic file to be paid by advertiser. In these instances a proof will be provided to the advertiser for approval. All materials must be supplied to specifications. If materials are provided that do not conform, production charges will be added.	

Advertiser's Name _____ Date _____
 Contact's Name _____ Phone _____
 Advertising Agency (if applicable) _____
 Billing Address _____ Fax _____
 City _____ State _____ Zip Code _____
 Signed _____ Email _____
 Check for \$ _____ is enclosed.
 Please invoice

MAIL THIS FORM & ADVERTISING COPY TO:

Program Advertising Manager
 5210 Logan Lane
 Indianapolis, IN 46250
 Ph: (317) 576-8171
 Cell (317) 796-5845

Fax: (317) 576-8172
 nancyshardin@me.com

MAIL CHECKS TO:

The Polis Center (payable to The Polis Center)
 Attn: Jennifer Gilles
 1200 Waterway Blvd., Suite 100
 Indianapolis, IN 46202