

Tapestry Singers Program Ad Sales Spring 2026

Concert: "Brand New Day" on **May 2, 2026**

All Order Forms and payments are **DUE: Wednesday, 4/15/26**



Why sell ads? Ads pay for concert costs: the program house manager, sound, and additional musicians. Without ads, we can't have a concert!

Who wants an ad? Places where you regularly do business - local coffee shop, restaurant, dry cleaner, dentist, hair salon, yoga studio, or performance coach!

Friends and family often purchase ads to honor their Tapestry member(s) or to celebrate a special occasion.

Why are these ads such a good deal?

- Reach 400+ people per concert
- Business advertisers will be listed on the Tapestry website, the printed program, and the digital program.
- Business advertisers will be mentioned at the concert.
- Tax deductible for businesses.

What makes an effective program ad?

- To get the best results, offer a small discount or promotional deal to those who mention or bring in the ad.
- Be sure to include your web address!
- Use simple, captivating graphics.

Ad Sales Checklist

- Order forms are filled in and legible, including website & phone number.
- Electronic files are **300 dpi or greater** and should be in **JPEG, GIF, or TIFF format, not PDF or Word**.
- Collect payment. Checks are made out to Tapestry Singers.

If you need extra copies of the form, please print them from Chorus Connection.

Questions? Please contact Nayana Shahane at nshahane@hotmail.com

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Name of Business or Purchaser			
Contact Person			
Phone Number			
Mailing Address			
Business Web URL <i>Linked on the Tapestry website and the digital program</i>			
Ad Size/Cost	___ Small (1/3 of a page)..... \$50 ___ Medium (1/2 of a page)..... \$60 ___ Large (full page) \$120		
Ad File Checklist	<input type="checkbox"/> If the ad contains a graphic (i.e. logo), the electronic copy should be in a high-resolution (300 dpi) image file format such as JPEG, GIF, or TIFF, <u>not PDF or Word.</u> <input type="checkbox"/> Email ad files to jennyplate@hotmail.com by 4/15/2026		
Tapestry Contact		Date of Sale	
Payment	Amt Paid: _____ Cash or ___ Check: # _____		
Internal Use	___ Received	___ In Program	___ Added to Spreadsheet

If you cannot provide an image format or if you simply want assistance creating your ad, we will be happy to create/refine the layout for you, free of charge. **For ad layout assistance**, please contact Jennifer Goodner at jennyplate@hotmail.com no later than **April 8, 2026**.