



**INTERNATIONAL POLKA ASSOCIATION**  
P.O. Box 1484 · Plainfield, IL 60544 · Phone or Fax 1-800-TO-POLKA  
[www.internationalpolka.com](http://www.internationalpolka.com)

Dear 2015 IPA Program Book Advertiser:

We would like to ask for your support as the International Polka Association presents its 47<sup>th</sup> Annual Polka Festival and Convention, Friday, September 4<sup>th</sup> through Sunday, September 6<sup>th</sup>, 2015 at the Millennium Hotel in Buffalo, New York. We are currently in the process of soliciting ads for our Festival Souvenir Program Book. The ads placed in this year's Program Book will be viewed by many people and are given away during the weekend.

As stated in its charter, the International Polka Association was organized as: "An educational and charitable organization for the preservation, promulgation and advancement of polka music and; to promote, maintain and advance public interest in polka entertainment; to advance the mutual interests and encourage greater cooperation among its members who are engaged in polka entertainment; and to encourage and pursue the study of polka music, dancing and traditional folklore."

The International Polka Association is also responsible for the continued operation and growth of the Polka Music Hall of Fame and Museum. It is through this branch that the Association has been able to continue its historical, educational and research goals on behalf of the polka music industry.

Ad purchases can be tax-deductible for businesses or corporations, and funds raised will be used to help cover convention costs as well as support the continued operation and growth of the organization.

The Ad Book is a commemorative keepsake for our members and is an excellent resource for you to promote your business to our members and guests who come from all over the country. Many of our members often seek goods and services from area businesses. The Ad Book also serves as a good channel for individuals to congratulate or memorialize friends and family members.

Ad rates are as follows:

\* Full Page Ad - \$65 \* Half Page Ad - \$40 \* Qtr. Page Ad - \$30 \* Well Wishers - \$1 per line

It is important for you to specify the ad copy. Please print or clearly type your copy. Camera ready artwork is appreciated. Please include a business card or printed material with your ad contract (see other side). Please include these items with a check payable to the "International Polka Association and send them to:

**US MAIL**

**IPA Festival Souvenir Program Book  
Attn: Keith Pietranczyk  
P.O. Box 1484  
Plainfield, IL 60544**

**ELECTRONIC**

**Email to: [polkadancinman@comcast.net](mailto:polkadancinman@comcast.net)  
ATTACH ALL APPLICABLE FILES  
Send Checks to the address (Left)**

You may also submit your contract/copy by email and send your check to the address above. Please remit electronic submissions to: [polkadancinman@comcast.net](mailto:polkadancinman@comcast.net).

**Payment MUST be received with all ads.** Otherwise they will not be included in the ad book. **Closing date to submit all copy is Friday, August 7<sup>th</sup>, 2015.** No ads will be accepted after this date.

We look forward to hearing from you and thank you for your support.

Sincerely,

Keith Pietranczyk  
47<sup>th</sup> IPA Program Ad Book Chairperson



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**47<sup>th</sup> Annual Festival Souvenir Program Book Advertising Contract**

Full Page Ad	\$65.00
Half Page Ad	\$40.00
Qtr. Page Ad	\$30.00
Well Wisher	\$1.00 (per line)

**Ad Contract & Copy Deadline: Friday, August 7<sup>th</sup>, 2015**

**Payment MUST accompany advertisement at time of press or it will NOT be printed!**

**Acceptable Files:**

- .PDF's, JPG's, .PNG's, MS WORD, (300 dpi MINIMUM - Please include all fonts & graphic support if applicable)
- Ads may be submitted via email ([polkadancinman@comcast.net](mailto:polkadancinman@comcast.net)), on a USB Flash Drive or a CD (include a B&W printout) to **IPA Festival Souvenir Program Book; Attn: Keith Pietranczyk; P.O. Box 1484; Plainfield, IL 60544**
- Camera-ready ads (hard copies) can be scanned.

**Please check all that apply:**

- Use same ad as last year; no changes except to resize for format.
- Use same ad as last year with informational changes (e.g. different address, phone number) for no additional charge. I have indicated changes to be made on an enclosed copy of previous ad.
- New ad will be sent via email by the deadline date.
- Camera ready art is enclosed.

***Clearly Type or Print Copy Below:***

By clicking the button above you may add a file to this document as an attachment.

***Please attach a printed copy of your advertisement***

I understand that by returning this entire signed agreement with payment no later than the deadline date, I will be assured of advertising space in the IPA Festival Souvenir Program Book. I also understand that the International Polka Association reserves the right to reject any ad it deems unsuitable for its publication.

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

Send contract, ad copy, and check made payable to: International Polka Association to the address above.