



Magazine Advertising Contract (2009)

Civic Theatre's exciting, new full-color magazine, the Civic Spotlight, will be sent to or picked up by nearly twenty thousand of our patrons quarterly. This magazine will feature information on upcoming films, theatre productions and theatre school opportunities, thus it will be referenced often during the three-month period it covers. According to a recent survey, Civic patrons are among the highest-educated and the highest-earning in the Lehigh Valley, and by placing an ad in the Civic Spotlight you will directly reach this highly sought-after market. Contact Ryan Hill for more information.

Business or Organization: _____

Authorized Rep: _____

Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

E-mail: _____

Select ad size and number of magazines for which you want your ad to appear:

Size	4 magazines	3 magazines	2 magazines	1 magazine
Full page (8" x 10 ")	<input type="checkbox"/> \$2,275*	<input type="checkbox"/> \$1,850*	<input type="checkbox"/> \$1,375*	<input type="checkbox"/> \$750*
Half page (8" x 5 ")	<input type="checkbox"/> \$1,250*	<input type="checkbox"/> \$1,015*	<input type="checkbox"/> \$755*	<input type="checkbox"/> \$415*

Map Reservation ONLY \$255 \$215 \$160 \$90

**all businesses that reserve an ad automatically get map placement.*

All businesses who have placed a film or playbill ad in our 2008-2009 fiscal year will get a 15% discount!

Select brochures (if not a full-season reservation):		Reservation	Artwork
Brochure	Mailing Date	Deadline	Deadline
<input type="checkbox"/> Winter	January 14 th	Dec. 17 th	Dec. 19 th
<input type="checkbox"/> Spring	March 18 th	Feb. 17 th	Feb. 20 th
<input type="checkbox"/> Summer	June 17 th	May 19 th	May 22 nd
<input type="checkbox"/> Fall	September 16 th	Aug. 18 th	Aug. 21 st

Electronic submissions are required and can be e-mailed to: ryan@civictheatre.com

- PDF – output with fonts embedded and artwork at 300 dpi or more, in CMYK color
- TIFF or high quality JPEG – 300-600 dpi, in CMYK color

Payment:

- Payment is enclosed in the amount of \$ _____ (make check payable to Civic Theatre)
- Please bill me/discuss payment plans (Call Ryan Hill at 610.433.8903 x200 with any questions)

Signature of Authorized Rep

Date

Signature of Civic Theatre Rep

Date

527 N. 19th STREET ALLENTOWN, PA 18104
 BOX OFFICE: 610-432-8943 ADMIN: 610-433-8903 FAX: 610-432-7381
 E-MAIL: ryan@civictheatre.com WEB: www.civictheatre.com