



Playbill Advertising Contract (Winter 2009)

Civic's theatre patrons are loyal and diverse. Our shows cater to opinion leaders and families. Students and homeowners. Your advertisement in the program lets them know that you support the Arts in the Lehigh Valley. Contact Ryan Hill to discuss how advertising in our theatrical playbills will help support the arts and reach a broad audience.

Business or Organization: _____ **Authorized Rep:** _____

Street Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____ **E-mail:** _____

Select ad size and number of shows:

NEW THIS YEAR: Add on our Civic Theatre School production!*

Size	2 shows	1 show	2 shows+CTS	1 show+CTS
Full page (5" x 7 ")	<input type="checkbox"/> \$615	<input type="checkbox"/> \$340	<input type="checkbox"/> \$765	<input type="checkbox"/> \$515
Half page (5" x 3 ")	<input type="checkbox"/> \$340	<input type="checkbox"/> \$190	<input type="checkbox"/> \$425	<input type="checkbox"/> \$295
Quarter page (Horiz. 5" x 1)	<input type="checkbox"/> \$190	<input type="checkbox"/> \$110	<input type="checkbox"/> \$240	<input type="checkbox"/> \$175
Quarter page (Vert. 2 " x 3 ")	<input type="checkbox"/> \$190	<input type="checkbox"/> \$110	<input type="checkbox"/> \$240	<input type="checkbox"/> \$175
Eighth page (2 " x 1 ")	<input type="checkbox"/> \$110	<input type="checkbox"/> \$60	<input type="checkbox"/> \$140	<input type="checkbox"/> \$95

*This year's Civic Theatre School show will be *Willy Wonka Junior*. Last year's was *High School Musical*, which sold out all 10 performances.

Select shows (if not a full-season reservation):

Show	Performance Dates	Reservation Deadline	Artwork Deadline	Artwork:
<input type="checkbox"/> <i>Execution of Justice</i>	Feb. 20 - Mar. 8, 2008	Jan. 20	Jan. 23	<input type="checkbox"/> Camera-ready artwork is enclosed.
<input type="checkbox"/> <i>CTS Show</i>	Mar. 27 - Apr. 4, 2008	Mar. 3	Mar. 6	<input type="checkbox"/> Camera-ready artwork will follow by _____.
<input type="checkbox"/> <i>Genesius</i>	May 1-17, 2008	Apr. 14	Apr. 17	<input type="checkbox"/> I'm renewing. Please use the ad already on file.

Electronic submissions are preferred and can be e-mailed to ryan@civictheatre.com in one of these formats:

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

Hard copy submissions: if ad includes half-tones, please print at highest resolution possible. *Do not screen for print.* We will scan the ad and output the necessary linescreen. (Screened ads created unwanted moiré patterns when scanned and printed.)

Payment:

Full payment is enclosed in the amount of \$ _____
(Please make all checks out to Civic Theatre of Allentown)

Half payment is enclosed in the amount of \$ _____
(the rest will be billed to you, please discuss installment options w/Ryan beforehand)

Signature of Authorized Rep

Date