



## 2019 Playbill Advertising Rate Sheet

### Why advertise in the Spruce Peak Performing Center's Playbill?

With an audience of more than 15,000 patrons a year and more than 50 events, you will reach families, artists, educators, residents, second homeowners, and visitors to our region. You are getting in front of a diverse and engaged art enthusiast with your Playbill ad, as well as supporting the Spruce Peak Performing Arts Center and its enriching impact of arts in Stowe and surrounding communities. **Join us!**

#### Summer/Fall 2019

\$1,250 Back Cover *(based on availability)*  
 \$1,100 Inside Front Cover *(based on availability)*  
 \$1,050 Inside Back Cover *(based on availability)*  
 \$950 Full Page  
 \$600 Half Page  
 \$375 Quarter Page  
 \$225 Eighth Page

#### FULL YEAR (2 issues)

\$2,200 Back Cover *(based on availability)*  
 \$1,900 Inside Front Cover *(based on availability)*  
 \$1,800 Inside Back Cover *(based on availability)*  
 \$1,550 Full Page  
 \$1,050 Half Page  
 \$600 Quarter Page  
 \$350 Eighth Page

**Advertisers receive:** An ad in the program for either of our two seasons, or may advertise for the full year (at a significant savings). Advertisers also receive one pair of tickets to select performances!

**Ad materials:** All ads MUST be print quality PDF to size.

**Deadline:** Please send completed PDF of your ad to Jenny Davidson [jdavidson@sprucepeakarts.org](mailto:jdavidson@sprucepeakarts.org) by March 29, 2019.

#### Payment:

Checks payable to **Spruce Peak Performing Arts Center**. Mail check and completed copy of the advertising agreement to Spruce Peak Performing Arts Center, 122 Hourglass Drive, Stowe, VT, 05672

#### Questions:

Jenny Davidson, [jdavidson@sprucepeakarts.org](mailto:jdavidson@sprucepeakarts.org) or 412-445-8736 (cell)

#### Ad Info & Contract

Business Name:			
Contact Name:			
Address:			
Phone:			
Email:			
Ad Size:	<input type="checkbox"/> Back Cover <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> Full Page <input type="checkbox"/> Half Page	<input type="checkbox"/> Quarter Page <input type="checkbox"/> Eighth Page

# Production Materials/Mechanical Requirements

## SPACE DIMENSIONS

Program trim size is 5-3/8" x 8-3/8". Pages contain two columns, each is 2-1/4" x 7-3/4".

### FULL PAGE

4-5/8" x 7-3/4" (non-bleed)

### HALF-PAGE

*Vertical*  
2-1/4" x 7-3/4"

### QUARTER-PAGE

*Vertical*  
2-1/4" x 3-3/4"

### EIGHTH-PAGE

2-1/4" x 1-7/8"

*Horizontal*  
4-5/8" x 3-3/4"

*Horizontal Strip*  
4-5/8" x 1-7/8"

## MECHANICAL REQUIREMENTS

All editions are produced on using Adobe InDesign, Photoshop CS3 and Adobe Illustrator CS3.

Advertisers must submit ad materials via email (to [mreichelt@sprucepeakarts.org](mailto:mreichelt@sprucepeakarts.org)) in acceptable press-optimized pdf files. Make sure that all fonts are embedded and all colors and graphic elements are CMYK (4-color process) **prior** to creating the pdf.

If color accuracy is a priority, also provide a reproductive proof of PROFESSIONAL quality. Again, make sure all elements of color ads are submitted in CMYK.

If you are not able to supply your advertisements according to our specifications, we can create one for you. Talk to your salesperson for details. Special production time or services utilized may be charged to the advertiser.