



2021/2022 Playbill Advertising Rate Sheet

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

You will reach more than 15,000 community members and visitors who live, work and play in Stowe and surrounding communities. Playbill ads have 4-6 months longevity.

Become an integral part in helping us meet our mission of inspiring, educating and entertaining!

Join us!

RATES

\$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

Advertisers receive: An ad in the program through the 2021/2022 winter season. 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 Hayley Fien hayley@sprucepeakarts.org by September 1, 2021

Payment:

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

Questions:

Hayley Fien, hayley@sprucepeakarts.org or 802.760.4638

Ad Info & Contract

Business Name:			
Contact Name:			
Address:			
Phone:			
Email:			
Ad Size:	☐ Inside Back Cover	☐ Full Page ☐ Half Page	☐ Quarter Page ☐ 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"

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

QUARTER-PAGE

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

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

EIGHTH-PAGE

2-1/4" 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 hayley@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. Special production time or services utilized may be charged to the advertiser.