



Sacramento Theatre Company
 1419 H Street
 Sacramento, CA 95814
 www.sactheatre.org
 916.446.7501 x 106

2010-2011 PLAYBILL ADVERTISING CONTRACT

MAIN STAGE PRODUCTIONS:

SIZE	PER SHOW	3-SHOW	PRODUCTIONS:	AD DEADLINES:
Back Cover	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$3,060	The Importance of Being Earnest <input type="checkbox"/>	September 6, 2010
Inside Front Cover	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,550	Brighton Beach Memoirs <input type="checkbox"/>	February 2, 2011
Inside Back Cover	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,550	Sherlock Holmes <input type="checkbox"/>	March 27, 2011
Full Page	<input type="checkbox"/> \$ 900	<input type="checkbox"/> \$2,295		
Half Page	<input type="checkbox"/> \$ 500	<input type="checkbox"/> \$1,275		
Quarter Page	<input type="checkbox"/> \$ 375	<input type="checkbox"/> \$ 956		

Estimated quantity print: 5000-6000

POLLOCK STAGE PRODUCTIONS:

SIZES	PER SHOW	3-SHOW	PRODUCTIONS:	AD DEADLINES:
Back Cover	<input type="checkbox"/> \$ 900	<input type="checkbox"/> \$2,430	Talley's Folly <input type="checkbox"/>	October 10, 2010
Inside Front Cover	<input type="checkbox"/> \$ 800	<input type="checkbox"/> \$2,160	Musical of Musicals <input type="checkbox"/>	December 12, 2010
Full Page	<input type="checkbox"/> \$ 700	<input type="checkbox"/> \$1,890	The Belle of Amherst <input type="checkbox"/>	February 28, 2011
Half Page	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$1,080		
Quarter Page	<input type="checkbox"/> \$ 275	<input type="checkbox"/> \$ 743		

Estimated quantity print: 2500-3500

HOLIDAY SHOW: MAIN STAGE

SIZES	SHOW RATE	DISCOUNT	PRODUCTION:	AD DEADLINE:
Back Cover	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,350	A Christmas Carol <input type="checkbox"/>	November 1, 2010
Inside Front Cover	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,080		
Inside Back Cover	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,080		
Full Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$ 900		
Half Page	<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$ 540		
Quarter Page	<input type="checkbox"/> \$ 475	<input type="checkbox"/> \$ 428		

Estimated quantity print: 8000-9500

Advertisement Artwork Specifications

Sizes: Covers/Full Page: 4.5" x 7.5" Half Page: 4.5" x 3.75" Quarter Page: 4.5" x 1.875"

Digital Files accepted via email to lakem@sactheatre.org up to 3MB or on disk.

- High quality .TIF or .JPG, 355 dpi (1200 dpi bitmap)
- Illustrator .EPS file with all fonts converted to outlines
- High Resolution Acrobat PDF

AGREEMENT:

Advertiser agrees to purchase advertising space in the Sacramento Theatre Company Playbill as noted above. Sacramento Theatre Company, at its sole discretion, reserves the right to refuse any advertisement it deems inappropriate for the playbill. Sacramento Theatre Company and its representatives will not be held responsible for the actions, errors, or omissions of recommended designers or the advertiser's designers. Printing and distribution of the playbills is estimated based on anticipated attendance numbers. The advertiser will pay all fees upon submission of final advertisement.

Name of Company: _____

Contact: _____ Phone: _____

Address : _____ City: _____

State: _____ Zip: _____ Email: _____

Signature: _____ Dated: _____