

Alberta Bair Theater

for the performing arts

Advertising Agreement

2020-2021 Season Playbill

Alberta Bair Theater agrees to print an advertisement purchased at current rates by the organization indicated below in the 2020-21 Playbill to be distributed at ABT presented performances September 2020 through May 2021. Approximately 25,000 playbills will be distributed as a go-to resource for ABT patrons and stakeholders.

YOUR BILLING/CONTACT INFORMATION

Attn: _____ Phone _____

Company Name _____ Fax _____

Address _____ E-mail _____

City _____ State _____ Zip _____ Cell _____

Website _____

ADVERTISING RATES

| | Color | SIZES |
|---|---------------------------------|-----------------------------------|
| <input type="checkbox"/> Outside Back Cover* | <input type="checkbox"/> \$2500 | 5.5" wide x 8.5" high + bleed |
| <input type="checkbox"/> Inside Front Cover* | <input type="checkbox"/> \$2195 | 5.5" wide x 8.5" high + bleed |
| <input type="checkbox"/> Right Inside Page One* | <input type="checkbox"/> \$2195 | 5.5" wide x 8.5" high + bleed |
| <input type="checkbox"/> Inside Back Cover* | <input type="checkbox"/> \$2195 | 5.5" wide x 8.5" high + bleed |
| <input type="checkbox"/> Full Page | <input type="checkbox"/> \$1900 | 4.875" wide x 7.875" high + bleed |
| <input type="checkbox"/> Half Page (horz) | <input type="checkbox"/> \$1150 | 4.875" wide x 3.875" high |
| <input type="checkbox"/> Half Page (vert) | <input type="checkbox"/> \$1150 | 2.375" wide x 7.875" high |
| <input type="checkbox"/> Quarter Page (horz) | <input type="checkbox"/> \$675 | 4.875" wide x 1.875" high |
| <input type="checkbox"/> Quarter Page (vert) | <input type="checkbox"/> \$675 | 2.375" wide x 3.875" high |

DEADLINES: SPACE RESERVATION DUE:

Renewal
Friday, June 26

New Advertiser
Fri., Aug. 5

**CAMERA READY
ADS DUE:**
Fri., Aug 7

- ◆ Renewing advertisers with premium, guaranteed placement pages have first right of refusal. Placement is first come, first served. * Premium placement, non-discounted ad space
- ◆ Please see other side for production requirements concerning producing and submitting camera-ready ads.

Please use same ad as last season.

I will provide ad checked above electronically per design requirements by **Aug 7, 2020**.

I would like to work with the ABT's graphic artist.

Signature, Advertising Representative _____ Date _____

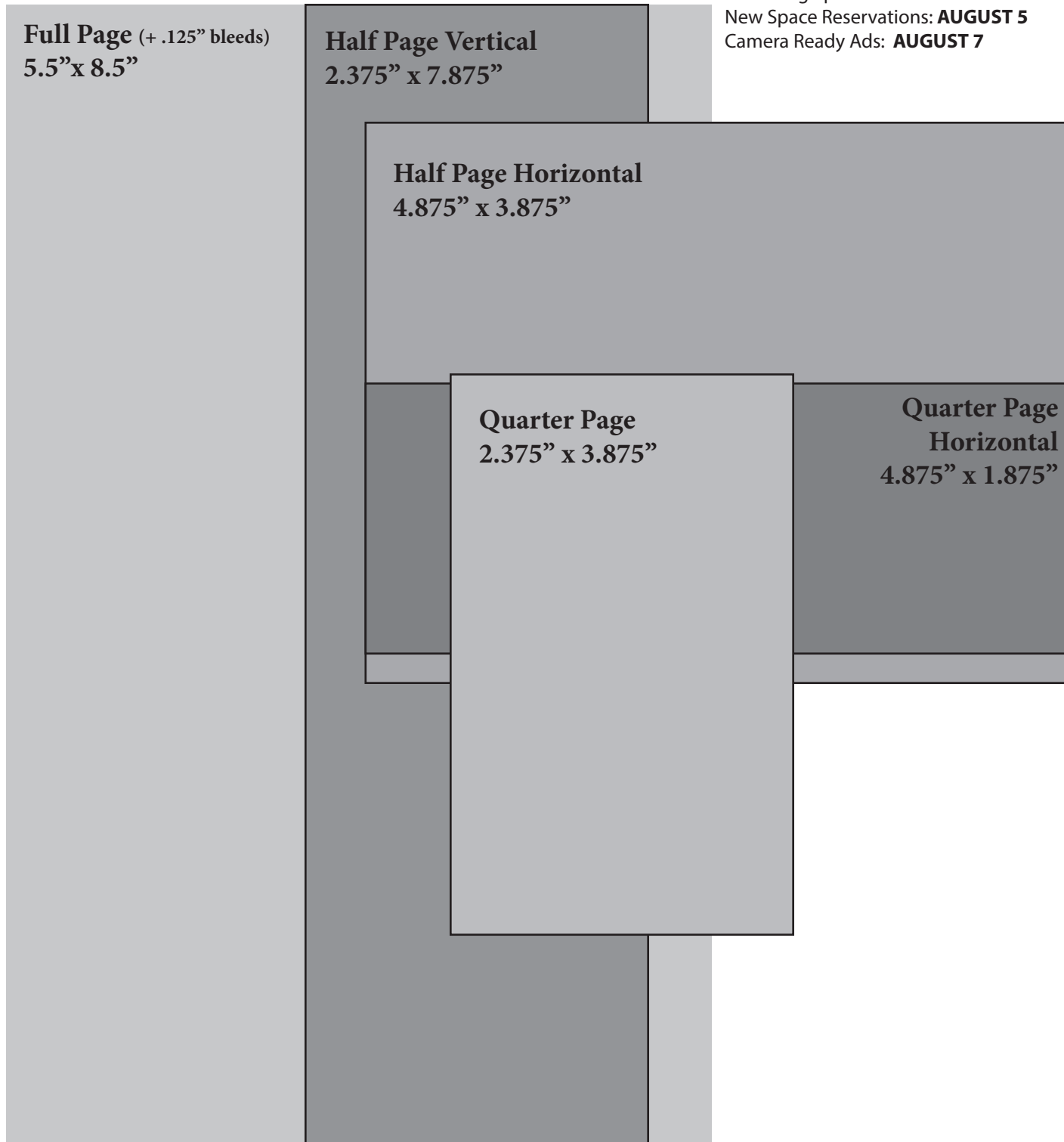
Above Name Printed, Title _____

() **Yes! I am happy to display concert posters at our business.**

Please return completed form to jgrant@albertabairtheater.org or fax (406) 256.5060. Questions? Contact Jody Grant at (406) 294-5203 or at jgrant@albertabairtheater.org. Please retain a copy of this agreement for your records. **Invoices and a copy of the playbill will be mailed in September 2020 with payment due then. (early payments happily accepted)**

**2020-2021 Season Playbill
Deadlines:**

Renewing Space Reservations: **JUNE 26**
New Space Reservations: **AUGUST 5**
Camera Ready Ads: **AUGUST 7**



Ad Specifications:

The playbill is created on a Windows platform using Adobe InDesign.

Camera Ready Ad:

- ◆ Correct size as per advertising agreement at 300dpi.
- ◆ CMYK if color. No spot colors. No RGB.
- ◆ File types: EPS converted to outlines and links embedded. JPEG saved at the maximum quality, baseline standard. PDF with fonts and links embedded. If you don't see your preferred file type, please call Jody Grant at 294-5203 for options.

Submit electronic files to:

Jody Grant: jgrant@albertabairtheater.org
or use DropBox