



ALBERTA  
BAIR  
THEATER

# Playbill Advertising Agreement

2022-2023 Season

Alberta Bair Theater agrees to print an ad purchased at current rates by the organization indicated below in the 2022-23 Playbill to be distributed at ABT presented performances September 2022 through May 2023. Approximately 17,000 playbills will be distributed as a go-to resource for ABT patrons and stakeholders.

## YOUR BILLING/CONTACT INFORMATION

Name \_\_\_\_\_ Phone \_\_\_\_\_

Company Name \_\_\_\_\_

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, July 8

*New Advertiser*  
Friday, July 15

**CAMERA READY ADS DUE:**  
Friday, July 22

◆ 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 most recent ad.

I will provide ad checked above electronically per design requirements by **July 22, 2022**.

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

Signature, Advertising Representative

Date

Above Name Printed, Title

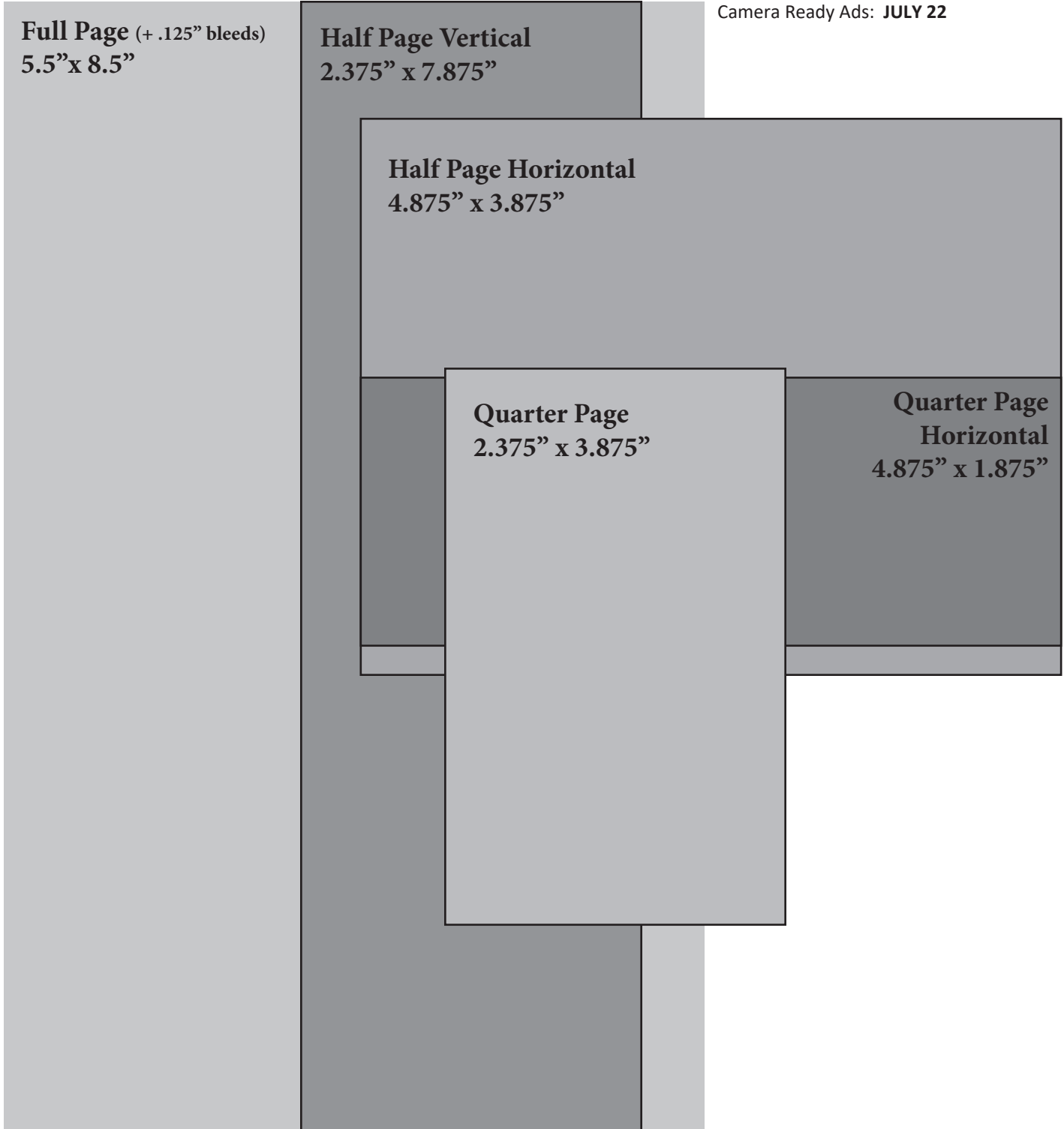
Please return completed form to [bsikora@albertabairtheater.org](mailto:bsikora@albertabairtheater.org). Questions? Contact Britni Minichin-Sikora at (406) 294-5203 or at [bsikora@albertabairtheater.org](mailto:bsikora@albertabairtheater.org). Please retain a copy of this agreement for your records. **Invoices and a copy of the playbill will be mailed in September 2022 with payment due then. (early payments happily accepted)**

**Deadlines:**

Renewing Space Reservations: **JULY 8**

New Space Reservations: **JULY 15**

Camera Ready Ads: **JULY 22**



**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 Britni Minichino-Sikora at (406)294-5203 for options.

**Submit electronic files to:**

Britni Minichin-Sikora:

[bsikora@albertabairtheater.org](mailto:bsikora@albertabairtheater.org) or use