



Partner with Theatre Jacksonville for a unique advertising opportunity...

Advertise in Our 91st Season 2010/2011 Production Playbill!

WHY SHOULD I ADVERTISE?

Partner with Theatre Jacksonville, one of America's oldest continually producing community theatres. Advertising with Theatre Jacksonville exposes your business to a loyal, educated, cultured, and affluent audience while aligning your brand with what has been called "one of the best community theatres in the U.S." Our ad packages are available at a fraction of the cost of a small one-time ad in the local papers and run throughout each of our five productions giving your business a full year of exposure. The playbills are printed on high gloss paper and given to each patron attending the productions. Before the show, during intermission, and after the show, the audience has the opportunity to look at the playbill. These situations allow businesses to reach their market, free from distractions and other media which creates a more lasting impression.

As you advertise, you'll also be contributing to Jacksonville's renowned community theatre as it presents another compelling season of fine entertainment to a broad spectrum of theatergoers. Your ad demonstrates your appreciation of the arts as well as support for one of the nation's oldest continually producing community theatres.

Every season since 1919, Theatre Jacksonville has been committed to bringing engaging live theatre to the First Coast. Our two previous seasons have seen an increase of 20% in ticket sales alone. Advertise now and be a part of the excitement.

HOW DO I PLACE MY AD?

To place your ad in the 2010/2011 Playbill, please complete the order form describing the ad sizes and prices. You may supply an ad that corresponds to our specifications or we can create your ad. Please note that payment is required to activate work on your ad and to assure placement in this season's Playbill.

CAN I SUPPORT THEATRE JACKSONVILLE ANOTHER WAY?

If you would like to show support, but do not want to purchase a display ad, please consider becoming a TJ Benefactor. Your business/name would be included on our Patron List in the program for each show. Contact Sarah Boone at 396-4425 ext. 21 for more information.

NEED MORE INFORMATION?

If you have any questions, please feel free to contact Staci Cobb or Sarah Boone at 396-4425.

Little Theatre. Big Voice.



Artwork Specifications for the 2010-2011 Playbill

Ad Requirements for Camera Ready Art (if advertiser wishes to provide their own):

Advertising opportunities include a variety of black and white spaces. For best quality printing, please follow the guidelines for submission.

- Artwork is to be supplied in a high-resolution camera-ready format, delivered on a floppy diskette or CD. Camera-ready copy is defined as copy that does not require any alterations, additions, or changes in order to be used in producing the publication. All ads in full color should be done in CMYK, and at least 250 DPI.
- Ads may be emailed or delivered.
 - If emailing, please address to: art@inkyfingers.biz. Please type in the subject line "Theatre Jax Playbill ad."
 - If delivering, we prefer to receive ads on disk as a graphic file (TIFF, EPS, or JPEG). Ads may also be submitted as PDF files.
- Please clearly label all submissions with company name, contact name, phone number, and email address so that we may contact you with questions.

Note: We ask that you please design your ad to fill the space that you purchased. Ads that are too large will be scaled down to fit the space allotted. Ads submitted with dimensions smaller than the allotted space will be surrounded with white.

If we are providing artwork:

Artwork can be provided for the ad for a fee of \$50. The advertiser will be provided a proof of the ad prior to printing.

Schedule of Ad Deadlines:

If you are interested in running a different ad in each subsequent playbill, please be advised of the following print deadlines:

January Playbill	<i>December 13, 2010</i>
March Playbill	<i>February 18, 2011</i>
Apr/May Playbill	<i>April 8, 2011</i>
June Playbill	<i>May 20, 2011</i>

Harold K. Smith Playhouse
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