



PLAYBILL ADVERTISING ORDER FORM

Business/Organization

Contact name Phone

Address

City State ZIP

Website e-mail address

AD SIZE AND POSITION

Standard Ads – black and white – placement based on availability. (Please refer to Ad Specs Sheet for ad sizes and placement)

MAINSTAGE SEASON PLAYBILL:

- Full Page (\$900) Half Page Horizontal (\$495) Half Page Vertical (\$495)
- Quarter Page Horizontal (\$395) Quarter Page Vertical (\$395) Cast Page (Eighth page) (\$375)

PREMIUM ADS (COLOR): Placement based on availability (contact michelle@theatrejax.com for more information)

- Outside Back Cover (SOLD) Inside Front Cover (SOLD) Inside Back Cover (SOLD)

CLASSIC IN SAN MARCO SEASON PLAYBILL:

- Full Page (\$1600) Half Page Horizontal (\$800) Quarter Page (\$460)

- Use last year's ad
- Use last year's ad with changes as indicated
- Ad supplied
- Please create my ad*

* For a fee of \$60, artwork can be designed for the ad. The advertiser will be provided a proof of the ad prior to printing.

TOTAL AMOUNT ENCLOSED \$

All orders must be accompanied by payment to activate work and to assure ad placement.

Please mail this completed form along with payment and your ad selection to:

Theatre Jacksonville, Inc. | 2032 San Marco Blvd. | Jacksonville, FL 32207

AGREEMENT

I have read and understand the terms for advertising in the Theatre Jacksonville 2017-2018 Season Playbill as explained on this rate card and contract. I understand that once I have committed to space in the Playbill, I am obligated to pay for the space. Before my ad will be run, I must submit a signed contract and my payment to Theatre Jacksonville.

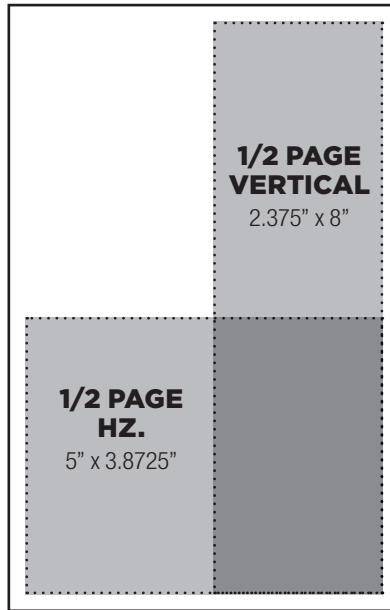
Advertiser's Signature Date

PLAYBILL ADVERTISING AD SPECS FOR MAINSTAGE SEASON PLAYBILL

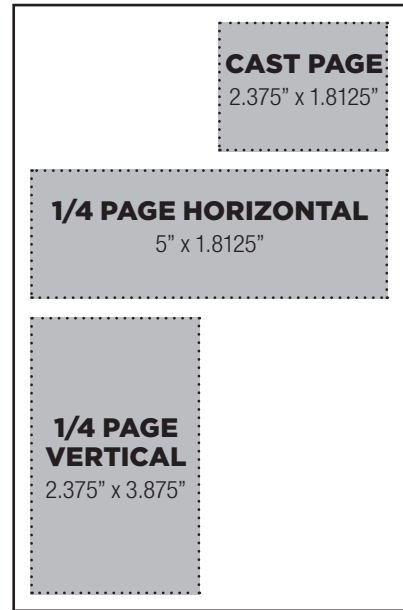
Publication Trim Size = 5.5" x 8.5"



Full Page = 5" x 8"



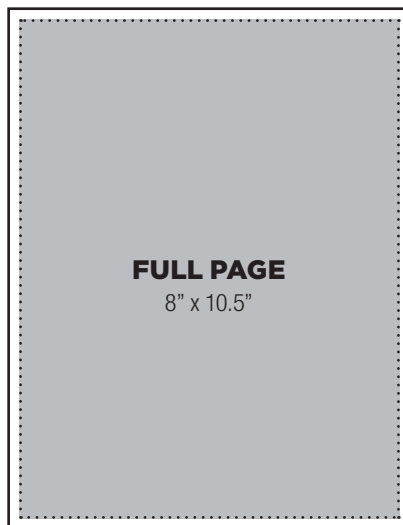
Half Page Horizontal = 5" x 3.875"
Half Page Vertical = 2.375" x 8"



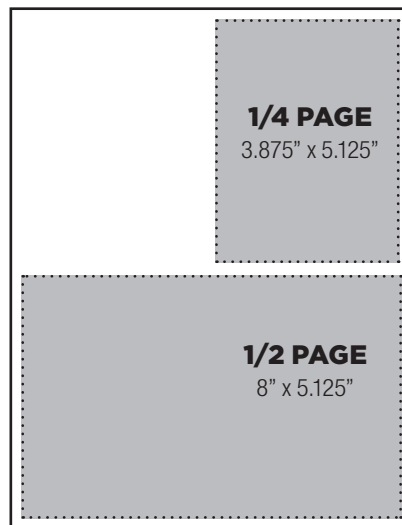
Quarter Page Horizontal = 5" x 1.8125"
Quarter Page Vertical = 2.375" x 3.875"
Cast Page = 2.375" x 1.8125"

PLAYBILL ADVERTISING AD SPECS FOR CLASSIC IN SAN MARCO PLAYBILL

Publication Trim Size = 8.5" x 11"



Full Page = 8" x 10.5"



Half Page = 8" x 5.125"
Quarter Page = 3.875" x 5.125"

PLAYBILL ADVERTISING MECHANICAL REQUIREMENTS

File submission requirements:

WHERE TO SEND YOUR ART FILES: Files may be sent electronically to michelle@theatrejax.com.

PREFERRED FILE FORMATS: The preferred file format for ads is a high-res PDF file, with all fonts embedded, created using Acrobat Distiller's print- or press-optimized settings.

OTHER ACCEPTABLE FILE FORMATS: Ads may also be submitted in TIFF, JPG, or EPS format. Do not supply electronic files in Microsoft Publisher or PowerPoint format; such ads should be supplied as PDFs only.

MECHANICAL REQUIREMENTS: All halftone (grayscale) scans should be 300 dpi; bitmaps (line art) should be scanned at 1200 dpi. All ads should be supplied in black and white only except for premium color ads, which should be supplied in a CMYK color profile following Standard Web Offset Printing (SWOP) guidelines using 4C process (CMYK).

IF YOU NEED HELP WITH YOUR AD: A design service is provided for advertisers who are unable to furnish ads in PDF or other digital format.