



# PLAYBILL ADVERTISING ORDER FORM

Business/Organization \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Website \_\_\_\_\_ Email Address \_\_\_\_\_

## STANDARD

### Black & White Season Ads

All ads sizes and placement based on availability.

- Full Page (\$999)
- Half Page (\$499)

## PREMIUM

### Full Color Season Ads

Based on availability. For more information, contact michelle@theatrejax.com

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

Availability Preauthorized by \_\_\_\_\_

### SPECIAL DIRECTIONS

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

\*A fee will be charged for creating or revising artwork 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 secure ad placement.**

Please mail this completed form along with payment for your ad selection to:  
Theatre Jacksonville, Inc. | 2032 San Marco Blvd. | Jacksonville, FL 32207

### AGREEMENT

I have read and understood the terms for advertising in the 104th Season Theatre Jacksonville Season Playbill as explained on this rate sheet 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 run, I must submit a signed contract and my payment to Theatre Jacksonville.

Advertiser's Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

## THEATRE JACKSONVILLE PLAYBILL ADVERTISING & MECHANICAL REQUIREMENTS

### FILE SUBMISSION REQUIREMENTS

**WHERE TO SEND YOUR 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 formats; such ads should be supplied as PDFs only.

**MECHANICAL REQUIREMENTS:** All halftone (grayscale) scans should be 300dpi; 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 submitted in a CMYK color profile following Standard Web Offset Printing (SWOP) guidelines using 4C process (CMYK).

**IF YOU NEED HELP WITH YOUR AD:** Design service is available for advertisers who are unable to furnish ads in PDF or other digital format. Contact michelle@theatrejax.com for pricing and other details.

▶ **FULL PAGE AD** (5"W X 8"H)

▶ **HALF PAGE AD** (5"W X 3.875"H)

**PUBLICATION TRIM SIZE:** 5.5"W x 8.5"H

## KEEP THIS HALF FOR YOUR RECORDS

Size Ordered: \_\_\_\_\_

Date Sent: \_\_\_\_\_

Amount Paid: \_\_\_\_\_

Other Payment Details: \_\_\_\_\_

