



June 27 - August 18, 2019
 Playbill Advertising Rates



Publication Schedule

Reservation Deadline: May 8th
 Artwork Deadline: May 15th
 Payment Deadline: May 15th

Ad Production

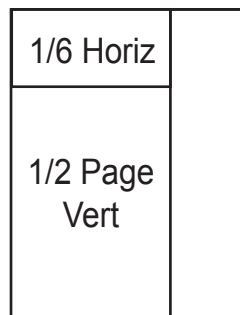
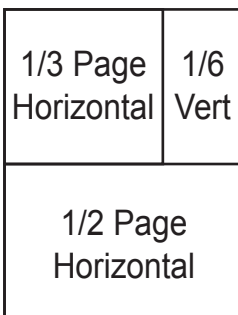
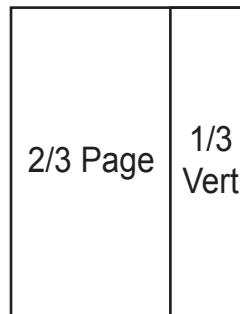
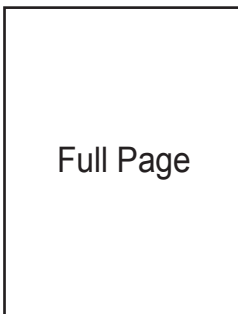
All advertising rates are for space only and require ads in digital format (see specs). For advertisers who need ad design and production, contact Mary Hermansky.

Advertising Rates: Final Book size: 8.5" x 11"

- Full page back cover bleed - color \$1825
- Inside back cover - color \$1225
- Inside front cover - color \$1235
- 1/2 page color (inside cover) - color \$745
- Full page, B/W - \$895
- 2/3 page, B/W - \$750
- 1/2 page, B/W - \$535
- 1/3 page, B/W - \$385
- 1/6 page, B/W - \$235

Advertising Sizes

Full page	7.5625w x 9.7444h
2/3 page vertical	4.9861w x 9.7444h
1/2 page vertical	4.9861w x 7.2168h
1/2 page horizontal	7.5625w x 4.8056h
1/3 page vertical	2.4097w x 9.7444h
1/3 page horizontal	4.9861w x 4.7600h
1/6 page vertical	2.4097w x 4.7600h
1/6 page horizontal	4.9861w x 2.3784h



Contact

Mary Hermansky
 831-331-5586
 adsales@cabrillostage.com

Checks Payable to: Cabrillo Stage

Mail to: Cabrillo Stage
 Attn: Ad Sales
 6500 Soquel Drive
 Aptos. CA. 95003

Mechanical Specifications

- Program book size = 8.5" x 11"
- 133 or 150 line screen
- All ads must be provided digitally on DVD or CD in **Macintosh format** or sent via email as a hi-res, font embedded PDF. **PDF's are preferred.**
- Document layouts must be done in one of the following programs: Adobe Creative Suite 3 or higher, Photoshop 7 or higher, Illustrator files (saved in .EPS format, fonts outlined).
- Scans should be done at 300 dpi.
- Photoshop files should be saved as .tiff or .eps format in bitmap of grayscale mode.
- Color ads should be saved in CMYK mode (no spot colors). Tiff files should be saved with the LZW compression OFF.
- If in-house graphic services are required, advertisers will be billed \$85/hr by the quarter-hour.
- All ads must have a border or one will be added. No bleeds accepted, except for back cover.

Terms & Policies

- Payment Due in total on May 15th, 2019.
- No space cancellation will be accepted after the space reservation deadline.
- Liability of the publisher for errors is limited to the cost of the space occupied by error.

Checks Payable to Cabrillo Stage