



Summer 2008
Repertory Season
Program Advertising Rates



Publication Schedule

Space Reservation Deadline: May 1st
Deadline for Ads to be Created: May 15

Ad Production

All advertising rates are for space only and require ads in digital form (see specs). For advertisers in need of ad design and production, please consult with Mary Hermansky.

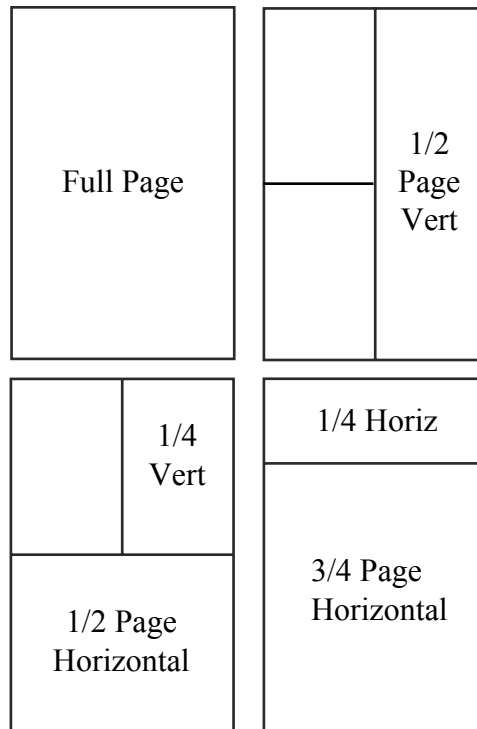
Advertising Rates

Back cover bleed - color \$1500
Inside back cover - color \$1000
Inside cover (page 2) - color \$1000
Full page, B/W -\$800
3/4 page, B/W - \$600
1/2 page, B/W - \$400
1/4 page, B/W - \$200

Checks payable to Cabrillos Stage

Advertising Sizes

Full page	4.75" x 7.5"
3/4 page horizontal	4.75" x 5-11/16"
1/2 page vertical	2.37" x 7.5"
1/2 page horizontal	4.75" x 3 - 10 / 16"
1/4 page vertical	2-5/16" x 3-14/16"
1/4 page horizontal	1.75" x 4.75"



Contact

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

Mechanical Specifications

- Program book size = 5.5" x 7.5"
- 133 or 150 line screen
- All ads must be provided in digital form on Zip disk or CD in **Macintosh format** or sent via email as a hi-res, font embedded PDF. **PDF s are preferred.**
- No floppy disks!
- Document layouts must be done in one of the following programs: Photoshop 6 or higher, Pagemaker 6.5, or QuarkXpress 4.0, Illustrator files (saved in .EPS format, fonts outlined).
- Quark files must have fonts included (printer and screen fonts).
- 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 full page color ad on back cover.

Terms & Policies

- Payment Due in total on deadline date.
- 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.