



## TheatreWorks Advertising Contract

Please reserve space in the following program(s) for TheatreWorks' 2007/08 season:

**Venue: MOUNTAIN VIEW CENTER FOR THE PERFORMING ARTS, corner of Castro and Mercy Streets, Mountain View, CA**

- The Elephant Man*       *Emma*       *Golda's Balcony*       *Third*       *Caroline, or Change*
- 6/20-7/15/07      8/22-9/16/07      10/3-10/28/07      1/16-2/10/08      4/2-4/27/08

- Full Page B/W—Inside Front Cover (premium)
- Full Page B/W—Facing Inside Front Cover (premium)
- Full Page B/W—Center (premium)
- 1/2 Page B/W—Facing Inside Front Cover (premium)
- 1/4 Page B/W—Facing Inside Front Cover (premium)
- Full Page B/W
- 1/2 Page B/W Vertical
- 1/2 Page B/W Horizontal
- 1/4 Page B/W Vertical
- 1/4 Page B/W Horizontal

**Venue: LUCIE STERN THEATRE, 1305 Middlefield Road, Palo Alto, CA**

- Theophilus North*       *Twelfth Night*       *Southern Comforts*
- 7/18-8/12/07      11/28-12/23/07      3/5-3/30/08

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- Full Page B/W—Inside Back Cover (premium)
- Full Page B/W—Center (premium)
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- 1/2 Page B/W Vertical
- 1/2 Page B/W Horizontal
- 1/4 Page B/W Vertical
- 1/4 Page B/W Horizontal

Company \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Materials Contact \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Payment Options (PAYMENT IS DUE WITH SPACE RESERVATION):

- Enclosed check made out to TheatreWorks     Visa     Mastercard     American Express

Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Billing Contact \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Jeanette Marker, Marketing & Publications Associate**

**TheatreWorks**

**P.O. Box 50458 Palo Alto, CA 94303-0458**

**Tel: 650.463.7114**

**Fax: 650.463.1963**

**Email: [jeanette@theatreworks.org](mailto:jeanette@theatreworks.org)**

# Program Schedules, Rates, and Mechanical Requirements

Production	Space Reservation	Materials Due	Publication Run Dates
<i>Elephant Man</i>	May 1, 2007	May 15, 2007	June 20–July 15, 2007
<i>Theophilus North</i>	May 28, 2007	June 11, 2007	July 18–August 12, 2007
<i>Emma</i>	July 3, 2007	July 17, 2007	August 22–September 16, 2007
<i>Golda's Balcony</i>	August 14, 2007	August 28, 2007	October 3–28, 2007
<i>Twelfth Night</i>	October 5, 2007	October 19, 2007	November 28–December 23, 2007
<i>Third</i>	November 21, 2007	December 6, 2007	January 16–February 10, 2008
<i>Southern Comforts</i>	January 15, 2008	January 29, 2008	March 5–30, 2008
<i>Caroline, Or Change</i>	February 12, 2008	February 26, 2008	April 2–27, 2008

**AD RATES:** TheatreWorks' sponsors receive a 25% discount

	Full Page	1/2 Page	1/4 Page
Full Series Eight-Show Package	\$9,000	\$6,750	\$4,500
Five-Show Package	\$6,000	\$4,500	\$3,000
Three-Show Package	\$3,630	\$2,725	\$1,815
One Show Only	\$2,000	\$1,500	\$1,000

Up to 20% discounts available with cross promotion i.e. emailing of show flyers, posters on display, group bookings, etc. Contact Jeanette Marker for more information.

## FULL PAGE PREMIUM POSITIONS

Back Cover	+ 20%
Inside Front Cover	+ 20%
Inside Back Cover (Lucie Stern only)	+ 20%
Full Page Center	+ 20%

## FRACTIONAL (1/2 page and 1/4 page) PREMIUM POSITIONS

Facing Inside Front Cover (page 3)	+ 20%
Facing Inside Back Cover (Lucie Stern only)	+ 20%

*Premium positioning subject to availability. Preference given to 8x advertisers. Shows and rates subject to change without notice.*

## MECHANICAL SPECIFICATIONS

Publication Trim Size: 5 3/8" x 8 1/4" printed sheetfed offset on 70# gloss book

	Width	Height
Full Page (nonbleed)	4 3/4"	7 9/16"
1/2 Page (horizontal)	4 3/4"	3 5/8"
1/2 Page (vertical)	2 5/16"	7 9/16"
1/4 Page (horizontal)	4 3/4"	1 13/16"
1/4 Page (vertical)	2 5/16"	3 5/8"

## HOW TO SUBMIT MATERIALS

Acceptable file formats:

- Print optimized PDF created in Acrobat Distiller is preferred
- Quark 6.0 or earlier (please include all fonts and image files)
- Adobe Illustrator CS or earlier
- Photoshop CS or earlier
- Any generic image format that can be opened by above applications (i.e. jpegs, tiffs, eps)

Email: [jeanette@theatreworks.org](mailto:jeanette@theatreworks.org) cc: [ev@theatreworks.org](mailto:ev@theatreworks.org)