

SANTA FE PLAYHOUSE

2016 Season Advertising Schedule and Rates

Deadline for Advertising

Monday 10 am before first performance of any show

<u>AD SIZE</u>	<u>DIMENSIONS</u>	<u>PER SHOW</u>		<u>FULL SEASON</u>	
		<u>B&W</u>	<u>COLOR</u>	<u>B&W</u>	<u>COLOR</u>
Back Cover	4.5" x 7.5"	n/a	\$1,000	(reserved for Sponsorships)	
Inside Cover	4.5" x 7.5"	n/a	\$750	n/a	\$3000
Full Page	4.5" x 7.5"	\$450	\$550	\$2000	\$2500
1/2 Page	4.5" x 3.75"	\$250	\$350	\$1100	\$1500
1/4 Page	4.5" x 1.75"	\$150	\$250	\$650	\$850

Specifications

Playbill: 16 (or more) page layout, 20 lb. white paper

Format: 8.5" x 11, front and back, folded

Content: Cover, cast list, bios, history, season, upcoming production, and Director's note

Payment Terms

- Per show basis: Payment in full on date of contract/invoice
- Per Season basis: 50% of total cost payable on date of contract/invoice, balance due in 30 days
- Additional production charges, if any, will be billed separately and are due upon invoice receipt.

SANTA FE PLAYHOUSE
FOUNDED IN 1922

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