



PO Box 1432 Burnsville, North Carolina 28714  
828-682-4285 · parkwayplayhouse.com

**2018 Program Advertising Rates**

All advertisers must complete and sign this contract.

Advertisers will receive an ad in the 2018 Playbill which is read by thousands of patrons during the 2018 Mainstage Theatre and Parkway Playhouse Junior Season. The 2018 Mainstage Theatre Season includes the following productions: *Blithe Spirit*, *Boeing Boeing*, *Oliver*, *Godspell*, *Dial M for Murder*, *The Complete Works of William Shakespeare (abridged)*. The 2018 Parkway Playhouse Junior Season includes the following productions: *Fiddler on the Roof Jr.*, *Madagascar Jr.*, *Mary Poppins Jr.* and the Conservatory Showcase. Playbills are also used at other Parkway Playhouse events, such as our annual holiday production. Ads can be in color or black & white.

**2018 Parkway Playhouse Playbill Ad Rates (all rates quoted are per year fees)**

BACK COVER (Full Page)	\$700	Half Page (4.75" x 3.875")	\$375
CENTER OF PLAYBILL (Full Page)	\$600	Quarter Page (4.75" x 1.95") or (2.375" x 3.875")	\$300
Full Page (4.75" x 7.75")	\$500	Eighth Page (2.375" x 1.95")	\$200

- Send camera-ready artwork (ad copy) to [playbillad@parkwayplayhouse.com](mailto:playbillad@parkwayplayhouse.com) by **February 9, 2018**.
- To use the service of Parkway Playhouse's Graphic Designer to create your playbill ad (at an additional fee of \$35 per ad), please contact Britt Kaufmann at [britt.kaufmann@gmail.com](mailto:britt.kaufmann@gmail.com). If Britt created your ad for a previous Parkway Playhouse Playbill, she can update your playbill ad for a \$10 fee per ad.
- Call 828-682-4285 or email [playbillad@parkwayplayhouse.com](mailto:playbillad@parkwayplayhouse.com) if you have any questions.

**1/2 OF THE BALANCE IS DUE WITH YOUR ORDER. THE REMAINDER IS DUE WITH AD COPY ON FEB 9, 2018.**  
**You may pay in full at any time. Please send payments to the address above.**

NAME/BUSINESS: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_

TITLE: \_\_\_\_\_ AD SIZE: \_\_\_\_\_ FULL PMT: \_\_\_\_\_

PAYMENT OPTIONS: Cash/Check/Credit Card (Please indicate whether you are paying half or full balance at this time.)

CREDIT CARD NUMBER: \_\_\_\_\_ EXP DATE: \_\_\_\_\_

By signing below, I agree to the following payment terms and that I am the authorized agent for this corporation/business. I understand that a non-refundable deposit of 1/2 of the ad rate is due upon submission of this agreement and the final balance is due with ad copy on February 9, 2018. **Payment in full must be received for ad to be printed.** Advertiser is responsible for all ad copy/content.

Signature

Date