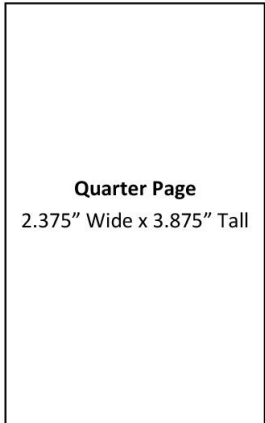
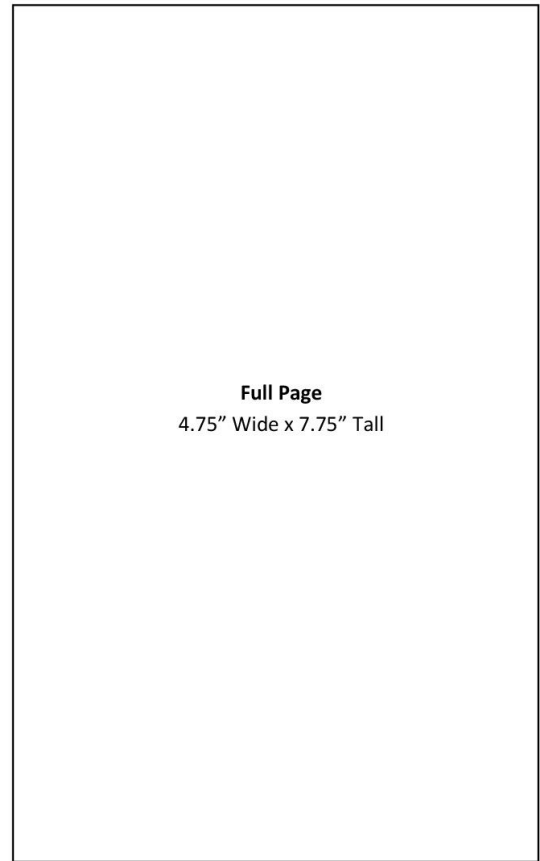
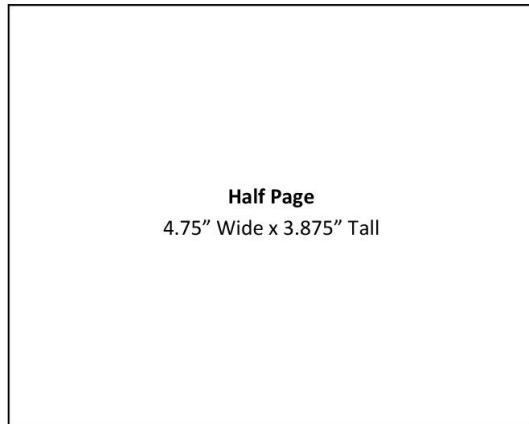
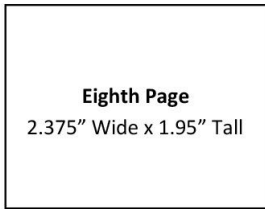


# SUBMISSION GUIDELINES FOR PLAYBILL ADS



**AD SIZES:**

**Full Page:** 4.75" Wide x 7.75" Tall

**Half Page:** 4.75" Wide x 3.875" Tall

**Quarter Page:** 4.75" Wide x 1.95" Tall

2.375" Wide x 3.875" Tall

**Eighth Page:** 2.375" Wide x 1.95" Tall

**FILE FORMAT:** We accept artwork as "print ready" only if it is in PDF or JPEG format. PDF is the preferred format as it will keep your text nice and crisp. If you use JPEG then it must be the highest quality you can make it. Make sure your artwork is at least 300dpi.

**We cannot accept the following file formats: Microsoft Word (.doc), Microsoft Publisher (.pub), Microsoft PowerPoint (.ppt), Corel Draw (.cdr).** Files sent in these formats will be sent back to you to be prepared in the proper format. Printed business cards cannot be accepted as "print ready" artwork.

**RESOLUTION:** To ensure your files print clearly, all artwork, including images, must be supplied at a resolution of at least 300dpi; anything lower than this may result in blurry, bitmapped or pixilated print. Images used from the web are 72dpi and although they look fine on screen, they are not suitable for full color printing.

**We are not responsible for your ad printing in lower quality if you submit artwork at a resolution lower than 300dpi.**

**COLORS:** CMYK (Cyan, Magenta, Yellow and Black) is an industry-standard formula designed to give the most precise color reproductions. Artwork received using Pantone, Spot or RGB (commonly web colors) will be converted into CMYK format; this may cause colors to change. Please prepare your artwork as CMYK to ensure the best reproduction of your ad.

**FONTS:** Due to the vast number of different fonts, all fonts used MUST be embedded or outlined before sending us the final artwork. Failure to do this could result in an alternative style being substituted automatically.

**We are not responsible for ads printing incorrectly if fonts are not outlined or embedded properly.**

**AD SIZES:** Please refer to the sizes provided above. Please remember to add a 1/8" bleed on all edges if you plan on having a color background or artwork that goes to the edge of your ad.

**We cannot accept ads that are not submitted in the correct size. Artwork submitted with the incorrect size will be sent back to you to be corrected.**

**BLEED:** A bleed is used when any part of an image, background or color is to print to the very edges of your finished ad. For example, if you wanted the background of your ad to be red, the color must bleed past all edges. If not, white lines could be seen on some or all of the edges of your ad. The bleed requirement is 1/8" on each side of the ad.

**BORDERS:** When preparing your art, please do not place a border around the outside of your ad. This will be done when the ad is inserted into the playbill.

Email your ad artwork to:  
playbillad@parkwayplayhouse.com



# 2022 Parkway Playhouse Advertising Rates

All advertisers must complete and sign this contract.

Advertisers will receive an ad in the 2022 Playbill which is read by thousands of patrons during the 2022 Mainstage and Parkway Playhouse Junior Seasons as well as at other Parkway Playhouse events, such as our annual holiday production. Ads can be in color or black & white.

## **2020 Parkway Playhouse Playbill Ad Rates (all rates quoted are per year fees)**

BACK COVER (Full Page)	\$800	Half Page (4.75" x 3.875")	\$430
PREFERRED (Full Page)	\$700	Quarter Page (4.75" x 1.95") or (2.375" x 3.875")	\$350
Full Page (4.75" x 7.75")	\$600	Eighth Page (2.375" x 1.95")	\$230

- Preferred Full Page ads are the center of the Playbill and both pages inside the front and back covers.
- Send camera-ready artwork (ad copy) to [playbillad@parkwayplayhouse.com](mailto:playbillad@parkwayplayhouse.com) **by February 15, 2022.**
- To use the service of Parkway Playhouse's Graphic Designer to create your playbill ad (at an additional fee of \$50 per ad), please contact [communications@parkwayplayhouse.com](mailto:communications@parkwayplayhouse.com). If one of our graphic designers created your ad for a previous Parkway Playhouse Playbill, we can update your playbill ad for a \$10 fee per ad.  
**If you are moving from a smaller ad to a larger one, we will cover the update fee for you!**
- 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 & AD COPY ARE DUE FEB 15, 2022.**

**You may pay in full at any time. Please send payments to us at PO Box 1432, Burnsville, NC 28714**

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

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

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

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

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

PAYMENT OPTIONS (check one):  Cash  Check  Credit Card

Are you (check one):  paying half  paying 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 15, 2022.

**Payment in full must be received for the ad to be printed.** Advertisers are responsible for all ad copy & content.

Signature

Date