

2017-2018 Carson Center Playbill Advertising

PLAYBILL INFORMATION

Playbills will be produced in each month for performances in the Broadway and Carson Series. *Advertiser is able to change their ad from month to month.* Distribution resulting from any additional performances will be at no additional cost to Advertiser.

AD SIZE (pricing is for the entire season)

FULL PAGE 4 5/8" x 7 1/2"

____ Outside Back Cover (Full Color) \$5,000

____ Inside Cover (Full Color) \$5,000

____ Inside Page (Full Color) \$4,000

HALF PAGE 4 5/8" x 3 5/8"

____ Horizontal (Full Color) \$2,000

QUARTER PAGE 2 1/4" x 3 5/8"

____ Standard (Full Color) \$1,000

AD INFORMATION

- Artwork must be a minimum of 300dpi and be in one of the following file formats: TIF, GIF, EPS, PDF, PSD, AI, INDD.
- No Bleeds – except for back cover.
- Emailed art files are accepted.
- Finished playbills measure 5 1/2" x 8 1/2" and are printed on high-quality glossy white paper.
- **Reservation/Deposit Deadline is Sep 1st**
- **Artwork Deadline is Sep 1st.**
- **Ads may be changed each month.**

Advertiser:
Contact:
Address:
City/State/Zip:
Phone/Fax:
Email:
Signature:

PAYMENT:

Total Ad Price:	+ \$ _____
Special Placement (\$200)	+ \$ _____
Subtotal	= \$ _____
Less 10% if Paid in Full	- \$ _____
Balance Due	= \$ _____

Special Placement means you would like to specifically designate the location of your ad in the playbill. A **Deposit Payment of 25%** and **Signed Contract** are required to reserve your space. The Balance Due is the Ad price less the deposit and will be billed monthly. A **10% Discount** is available for ads paid in full and not billed monthly.

Return completed, signed form to: Marketing Director, Carson Center, 100 Kentucky Avenue, Paducah, KY 42003 (Fx: 270.443.9947) Call Lisa Lauck at 270.443.9932 ext 230 or llauck@thecarsoncenter.org