



ACTORS' THEATRE ADVERTISING PURCHASE AGREEMENT

2022 Season Advertising

January - October, 2022

8 Tens Festival, Clybourne Park, Milkcrate Monologues, Sister Mary Ignaius Explains It All

SANTA CRUZ COUNTY ACTORS' THEATRE

• Over 30 years of producing cutting-edge, contemporary theatre in Santa Cruz

• Presenters of
The Annual 8 Tens @ 8 Short Play Festival

• Full-length spring & fall productions

• Annual International Short Playwriting Contest

• Performing at Center Stage in downtown Santa Cruz

Ad Sales Rep

Donna Johansen
831-710-5238
donna.johansen22@gmail.com

Send Artwork to:

Jana Marcus
831-458-2377
jana@janamarcus.com

Checks payable to:

Actors' Theatre

Send payment to:

Actors' Theatre
PO Box 7084
Santa Cruz, CA 95061

Credit Card Payment:

*a 3% processing fee will be included in the final price of all CC payments.

Name _____

CC# _____

Ex. Date: _____

CV Code: _____

Mailing zip Code: _____

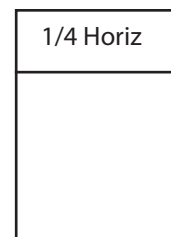
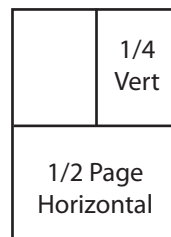
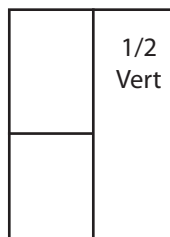
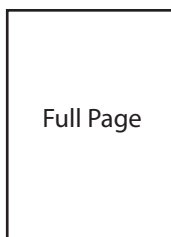
**THANK YOU for
supporting Actors' Theatre**

This is an agreement to purchase ad space, as specified below, for advertising in Actors' Theatre's playbill. Please mark if you would like your ad in all three playbills at a **15% discount**.

Please select your ad size and initial next to the cost of the appropriate option(s). **Note:** when advertising in the season programs, you may use the same ad or provide a new ad for each production, if supplied by the due dates.

Advertising Sizes & Prices

		SINGLE Ad (or any 1 playbill)	SEASON (3 playbills - 15% off)
Back Cover - Color	5.75" w x 8.75" h	\$400 _____	\$1020 _____
Full page color (inside covers)	5" w x 7.5" h	\$350 _____	\$892.50 _____
1/2 page color (inside covers)	5" x 3.6267"	\$175 _____	\$466.25 _____
Full page B/W	5" w x 7.5" h	\$300 _____	\$765 _____
1/2 page B/W vertical	2.377" w x 7.5" h	\$150 _____	\$382.50 _____
1/2 page B/W horizontal	5" w x 3.6267" h	\$150 _____	\$382.50 _____
1/4 page B/W vertical	2.37" w x 3.76" h	\$75 _____	\$191.25 _____
1/4 page B/W horizontal	5" w x 1.75" h	\$75 _____	\$191.25 _____



Mechanical Specifications

- Program book size: 5.5" x 8.5"
- All ads must be provided digitally in Macintosh format, sent via email as a hi-res, font embedded .PDF files.
- Scans should be done at 300 dpi.
- Photoshop files should be saved in CMYK of grayscale mode as "press ready" .PDF files.
- Color ads should be saved in CMYK mode (no spot colors).
- All ads must have a border or one will be added. No bleeds accepted. (except back cover)

Terms & Policies

- Payment due in total on deadline date below.
- No space cancellation will be accepted after the space reservation deadline listed below.
- Liability of the publisher for errors is limited to the cost of the space occupied by error.

Deadlines

- **2022 Season** - Space reservation deadline: **Nov. 1, 2021** - Artwork & Payment deadline: **November 15, 2021**

Would you like a web link from our site to yours for free? If so, please list below.

Web address: _____

Name of Advertiser _____

Phone & Email: _____

Address _____

Contact Name & Info: _____

Special Instructions _____

Signature: _____

Date: _____