

Commonwealth Theatre Center

Program Book Advertising for the 2018-2019 Season of Plays

ADVERTISING INFORMATION/CONTRACT

Commonwealth Theatre Center will provide advertising space for _____
 at the rate indicated below. A 6% Kentucky sales tax applies to all ad sales. (COMPANY NAME)

POSITION	COLOR	SIZE (W x H)	MARK ONE	
			9 SHOW SEASON	
Back Cover	4-COLOR	5" x 8"	\$700	
Inside Cover (ea.)	4-COLOR	5" x 8"	\$575	
Full Page	B&W	5" x 8"	\$475	
Half Page	B&W	5" x 4"	\$350	
Quarter Page	B&W	5" x 2"	\$250	

DEADLINE FOR ART: SEPTEMBER 5, 2018

High-resolution PDF files are preferred, but we can accept Adobe Photoshop or Illustrator. Please note that we CANNOT accept Microsoft Publisher or word processing files of any kind. If you work natively in those programs, please export final art as a PDF.

Let us create the ad for you! Contact Isaac Spradlin for design rates and more information.

SPECS:

- art should be 300dpi resolution
- component images 300dpi as well (lower resolution will yield unsatisfactory results)
- color or grayscale depending on selection above (we can convert color art to grayscale at no charge)
- fonts should be embedded or outlined
- art not conforming to the measurements above will be cropped or resized to fit
- no bleed
- for art too large to email, please share a link for download access (FTP, Dropbox, Google Drive, or other)

Send art to: isaac@commonwealththeatre.org

Please indicate all that apply:

- print-ready art sent via email
- link to print-ready art sent via email
- payment in full or part is enclosed
- payment in full or part has been mailed/delivered separately
- please invoice me electronically for the full amount of the ad

QUESTIONS:

Isaac Spradlin
 isaac@commonwealththeatre.org
 502.589.0084

PAYMENT:

Commonwealth Theatre Center
 1123 Payne St., Louisville KY 40204

Approved by: _____

Signature: _____

Email: _____

Date: _____

Phone: _____

Support Our Mission

Commonwealth Theatre Center has the following options available for businesses, organizations, and individuals to **SUPPORT OUR NATIONALLY-RECOGNIZED THEATRE** training programs and theatre-based education initiatives. We serve 50,000+ youth each year throughout the region, and as a 501(c)(3) nonprofit organization (ID#: 61-0902722) **DONATIONS ARE TAX DEDUCTIBLE** for items contributed for auctions and in-kind services.

In addition to training and education programs, we also produce a full season of plays performed for the public by our company of talented young actors and theatre professionals. This gives area businesses the opportunity to **ADVERTISE TO OUR ARTS-ORIENTED AUDIENCE** of young people, their families, and the theatregoing public in our program books for each show throughout the season.

Here is a look at some ways you can sustain our mission:

SILENT AUCTION

We host a silent auction as part of our annual Chili Supper. This year's event is Friday, October 26 from 6-8pm and packages will include a wide range of goods and services (not limited to this region).

- **Travel**—time shares, condos, hotel/resort accommodations, auto rentals, airline tickets
- **Tickets** — sporting events, performing arts, theme park passes, cultural and regional attractions
- **Food/Drink**—restaurant gift cards, catered dinners, private chef, beverage packages, gourmet cooking
- **Experiences**—bourbon trail, golf club passes, regional tours, thrills (skydiving, pilot lessons, scuba)
- **Services**—photography (senior pictures, head shots), salon/spa visit, interior design/decorating, personal stylist, lessons (musical instrument, voice, golf, dance, tennis, etc...), landscaping, tattoos
- **Health/Wellness**—dental/orthodontic, fitness/yoga classes, exercise club, personal trainer, run/bicycle/outdoor gear
- **Desirables**—jewelry, memorabilia, art, antiques, wine/liquor, electronics

DOOR PRIZES

These are smaller-value or more numerous items than in the auction, and awarded in drawings the night of the event.

- Gift cards
- Game/admission passes
- Valuable BOGO offers
- Merchandise (apparel, what-have-you)

PROGRAM AD SALES

Get in front of an audience of youth, parents, grandparents, families, and arts patrons with your business and build community goodwill and strong association with other advertisers wanting to support youth arts in a highly-visible medium. We are able to include discount offers/codes to track your traffic/sales source. Recent advertisers include the following:

- Restaurants
- Boutiques
- Artisans
- Schools
- Arts Groups & Attractions
- Salons
- Professional Services (realtors, accountants, photographers, antiques)

IN-KIND SPONSORSHIP (SKILLS & SERVICES)

Don't have a *thing*? Consider event food/drink, IT skills, printing, design, video/photography, or general volunteering. Really, your time and/or expertise is a huge asset, and we're happy to work within your busy schedule.