

The Laguna Playhouse

2008-2009 Program Advertising Rates

Ad Rates:	COLOR	BLACK & WHITE
Full page, Premium Placement	\$1800	n/a
Full page	\$1500	\$900
Half Page	n/a	\$700
Quarter Page	n/a	\$500

Ad Dimensions:

Full page with bleed: 7" x 10" (Live: "5.75 x 8.75"; Trim: 6.75" x 9.75")

Full page: 6.25" x 9.25"

Half page: 6.25" x 4.50"

Quarter page: 3.00" x 4.50"

Rates quoted per issue for five week run. Season and quarterly rates available.

Circulation per issue – 10,000 Distributed free to each ticket holder

Program is also published online at www.lagunaplayhouse.com

RESERVE SPACE

Don't Talk to the Actors

September 9 – October 12, 2008 _____

Reservation Due: July 25

Art Due: August 15

Leaving Iowa

November 11 – December 13, 2008 _____

Reservation Due: October 3

Art Due: October 24

Around the World in 80 Days

January 6 – February 8, 2009 _____

Reservation Due: November 14

Art Due: December 5

Ella

February 17 – March 22, 2009 _____

Reservation Due: January 2

Art Due: January 23

All the More to Love

March 31 – May 3, 2009, 2009 _____

Reservation Due: February 20

Art Due: March 13

An Empty Plate in the Café du Grand Boeuf

May 26 – June 28, 2009 _____

Reservation Due: April 10

Art Due: May 1

Legally Binding Contract – Please read carefully.
TERMS: Payable within 10 business days of reservation.

Ad Size _____ Four Color _____ Black & White _____ Total Due \$ _____

Company _____ Contact Person _____

Address _____ City/State _____ Zip _____

Phone _____ Fax _____ Email _____

Authorized by _____ Title _____ Date _____

_____ Check Payable to The Laguna Playhouse _____ American Express _____ MasterCard _____ Visa

Credit Card Number _____ Expiration Date _____

Signature/Name on Credit Card _____

Playhouse Ad Representative – Joleen Parham Phone:
714/ 997-2558 Fax: 714/997-2550 joleenparham@msn.com
The Laguna Playhouse 606 Laguna Canyon Road, CA 92651

Only camera ready artwork with the dimensions listed above will be accepted.

Acceptable formats:

- Digital Files Only – Art submitted via email is preferred, or on CD is also acceptable
- Hi-Res PDF file (300 dpi or higher)
 - Hi-Res .pdfs must be created with the press “optimized option”
 - Full page bleed ads in .pdf must include crop marks and bleed allowance
- In-Design file, packaged for output, fonts included, Tiff and/or EPS on CD
 - Include supporting files and fonts (screen and printer fonts). TrueType fonts not acceptable. Supporting image files must be .tif or .eps
 - Files must be CMYK for 4-color ads; or black (grayscale) for black & white ads
 - Files created with Pantone or RGB are unacceptable
- Quark Files are NOT accepted.

Artwork can be emailed or mailed to:

Randy Gibb
1360 Reynolds #101
Irvine, CA 92614
rpgibby@aol.com