



## 2019 PLAYBILL ADVERTISING Space Reservation & Agreement

**Sandy Kurz, Sales Director**  
ph: 831.425.4834  
e-mail: sandykurz829@gmail.com

Date \_\_\_\_\_

Name of Business \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

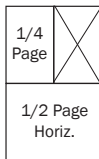
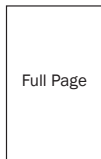
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website: \_\_\_\_\_

Ad size \_\_\_\_\_ Amount due: \$ \_\_\_\_\_



Special instructions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Space reservation deadline: APRIL 20**  
**Artwork and Payment deadline: APRIL 30**

**Send signed Ad Agreement to:**  
sandykurz829@gmail.com

**Make Checks Payable to:**  
Santa Cruz Shakespeare (tax ID# 46-4635444)

**Mail checks and copy of this form to:**  
Santa Cruz Shakespeare  
500 Chestnut Street, Suite 250  
Santa Cruz, CA 95060

**TERMS:** This agreement is subject to the rates, terms and conditions of the current rate card. Total payment is due on April 30, 2019. No space cancellation will be accepted after the Space Reservation Deadline. The advertiser agrees to hold Santa Cruz Shakespeare and its representatives harmless with regard to the use of any copy, illustration, photographs, or any other materials provided by the advertiser for their ad. Liability of the publisher for errors is limited to the cost of the space occupied by the error. Upon signing this agreement, the advertiser is presumed to have read, understood and agreed to this contract and the terms and conditions set forth within, as well as the terms and conditions set forth in the current rate card.

Advertiser's Signature \_\_\_\_\_ Date \_\_\_\_\_ Salesperson \_\_\_\_\_

**THANK YOU FOR SUPPORTING  
SANTA CRUZ SHAKESPEARE!**

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e-mail: sandykurz829@gmail.com



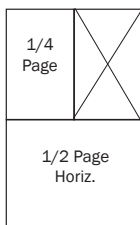
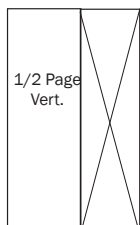
## 2019 Santa Cruz Shakespeare Playbill Advertising PLAYBILL ADVERTISING

Santa Cruz's nationally-acclaimed summer Shakespeare Festival is celebrating its sixth season producing three mainstage productions with 50 performances. The 2019 season kicks off on July 9 with a unique adaptation of Jane Austen's *Pride and Prejudice*, followed by Shakespeare's *The Comedy of Errors*, starting July 23. The final mainstage production of the season begins August 6 with Shakespeare's *The Winter's Tale*. Plus, the season's intern acting company will present its Fringe production.

- Deliver your message directly into the hands of 20,000 upscale, well-educated, active, and affluent arts patrons
- Reach local Santa Cruz residents who are loyal SCS patrons
- Reach cultural tourists who spend extended stays in Santa Cruz County
- Boost your business while supporting the arts during the peak summer season and beyond

### AD SIZES & RATES

| Size           | Dimensions (w x h) | Price | Back Cover | Inside Cover |
|----------------|--------------------|-------|------------|--------------|
| Full Page      | 4-1/2 x 7-1/8"     | \$900 | \$1,600    | \$1,200      |
| 1/2 Pg. Vert.  | 2-3/16 x 7-1/8     | \$575 |            |              |
| 1/2 Pg. Horiz. | 4-1/2 x 3-1/2"     | \$575 |            |              |
| 1/4 Page       | 2-3/16 x 3-1/2"    | \$300 |            |              |



### TERMS & CONDITIONS

No space cancellation will be accepted after the Space Reservation Deadline.

Liability of the publisher for errors is limited to the cost of the space occupied by the error.

Reasonable placement requests will be accommodated whenever possible but cannot be guaranteed.

### AD PRODUCTION

All advertising rates are for space only and require ads in digital form (see ad specifications). Advertisers in need of ad design and production support, please consult Sales Director for referrals.

### AD SPECIFICATIONS

Artwork must be provided in PDF form and sent via e-mail to [ads@santacruzshakespeare.org](mailto:ads@santacruzshakespeare.org)

### ARTWORK GUIDELINES

Trim size = 5.5 x 8.25"

133 or 150 line screen

4-color outside/inside cover

4-color or B&W inside pages, as specified in agreement

Required file format: PDF with all fonts outlined

**B&W ADS** should be in grayscale mode, and contain at least a 1px border, or one will be added at the advertiser's expense.

**COLOR ADS** are 4-color process and should be saved in CMYK mode (no spot colors, no RGB mode). 1/8" bleeds are accepted.

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