



2020 PLAYBILL ADVERTISING Space Reservation & Agreement

Date _____

Name of Business _____

Contact Person _____

Address _____

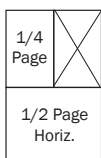
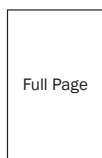
City _____ State _____ Zip _____

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:
larry@santacruzshakespeare.org

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, 2020. 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!**

Larry Mabrey, Managing Director
ph: 831.460.6396 x4
e-mail: larry@santacruzshakespeare.org

Get the exposure!
Place an ad in the
SCS playbill!

2020 Santa Cruz Shakespeare Playbill Advertising PLAYBILL ADVERTISING

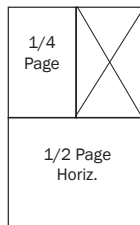
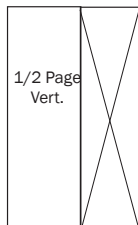
Santa Cruz's nationally-acclaimed summer Shakespeare Festival is celebrating its seventh season producing three mainstage productions with 50 performances. Performances will be announced in January of 2020. Get your space reserved in time!

- 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"	\$975	\$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 Marketing Director for referrals.

AD SPECIFICATIONS

Artwork must be provided in PDF form and sent via e-mail to larry@santacruzshakespeare.org and dclark@baymoon.com

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.

Larry Mabrey, Managing Director

ph: 831.460.6396 x4

e-mail: larry@santacruzshakespeare.org