

MAINE STATE MUSIC THEATRE PLAYBILL ADVERTISING

EARLY BIRD BOOKING DEADLINE: January 31st, 2020



when you pay in full by March 1st, 2020!

60,000 copies printed each summer and distributed at every main stage show.

AD SIZES	DIMENSIONS	2019 PRICE Book by Jan 31	2020 PRICE starts Feb. 1
FULL COLOR BACK COVER	4.75" w x 7.75" h	\$3,500	\$3,750
FULL COLOR INSIDE COVER	4.75" w x 7.75" h	\$2,500	\$2,750
FULL COLOR INTERIOR PAGE	4.75" w x 7.75" h	\$2,250	\$2,500
HALF PAGE COLOR	4.75" w x 3.625" h	\$2,000	\$2,250
FULL PAGE (B&W)	4.75" w x 7.75" h	\$1,800	\$2,050
HALF PAGE (B&W)	4.75" w x 3.625" h	\$1,200	\$1,450
QUARTER PAGE (B&W)	4.75" w x 1.75" h	\$800	\$1,050
QUARTER PAGE (B&W)	2.25" w x 3.625" h	\$800	\$1,050

PRODUCTION GUIDELINES

MSMT reserves the right to decline any ad & determine placement of all advertising.

ALL COLOR ADS MUST BE CMYK AND B/W ADS GRAYSCALE AND 100% SCALE

ACCEPTED FORMATS:

- High Res PDF Embed graphics and convert all fonts to outlines.
- JPG's And TIFF's Minimum 300 DPI for art & photos; 1200 DPI for line art.
- Indesign EPS Convert all fonts to outlines.

FORMATS NOT ACCEPTED:

Microsoft Word files. Microsoft Publisher files. Any art taken from websites.



**SEND YOUR AD TO:
ADS@MSMT.ORG**

Graphic design services available for 25% of ad cost.



MAINE STATE MUSIC THEATRE INSERTION CONTRACT/INVOICE

COMPANY: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

CONTACT PERSON: _____ TELEPHONE: _____ EMAIL: _____

AGENCY (IF APPLICABLE): _____

CONTACT PERSON: _____ TELEPHONE: _____

EMAIL: _____

AUTHORIZING SIGNATURE: _____

FULL PAGE COLORBACK COVER

FULL PAGE COLOR INSIDE COVER

FULL COLOR INTERIOR PAGE

HALF PAGE COLOR

FULL PAGE B/W

HALF PAGE B/W

QUARTER PAGE HORIZONTAL B/W

QUARTER PAGE VERTICAL B/W

RUN LAST YEAR'S AD WITH NO CHANGES

PAYMENT ENCLOSED

NEW DIGITAL AD TO BE PROVIDED

WILL SEND PAYMENT BEFORE **MARCH 1st, 2020**
To get my 5% discount!

GRAPHIC DESIGN SERVICES NEEDED
Available for 25% of ad cost.

WILL SEND PAYMENT BEFORE **APRIL 1st, 2020**
All payments and ad copy must be received by APRIL 1st, 2020.

PLEASE INVOICE AGENCY (IF APPLICABLE)

PLEASE MAKE A COPY OF THIS FORM FOR YOUR RECORDS
AND RETURN THE ORIGINAL TO:

AMANDA CHOATE, DEVELOPMENT DIRECTOR
22 ELM STREET, BRUNSWICK, MAINE 04011
PHONE: 207-725-0150 EMAIL: GIFTS@MSMT.ORG