



Summer Musical Festival

June 29 - August 19, 2018  
Playbill Advertising Rates



**THE PRODUCERS**  
a  
**MEL BROOKS**  
musical

### Publication Schedule

Reservation Deadline: May 8th  
Artwork Deadline: May 15th  
Payment Deadline: May 15th

### Ad Production

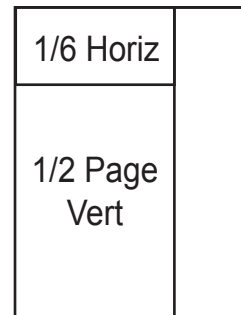
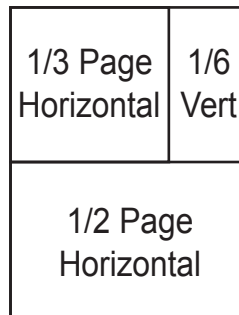
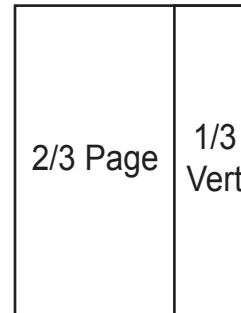
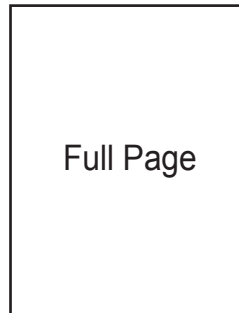
All advertising rates are for space only and require ads in digital format (see specs). For advertisers who need ad design and production, contact Mary Hermansky.

### Advertising Rates: Final Book size: 8.5" x 11"

Full page back cover bleed - color \$1825  
Inside back cover - color \$1225  
Inside front cover - color \$1235  
1/2 page color (inside cover) - color \$745  
Full page, B/W - \$895  
2/3 page, B/W - \$750  
1/2 page, B/W - \$535  
1/3 page, B/W - \$385  
1/6 page, B/W - \$235

### Advertising Sizes

Full page 7.5625w x 9.7444h  
2/3 page vertical 4.9861w x 9.7444h  
1/2 page vertical 4.9861w x 7.2168h  
1/2 page horizontal 7.5625w x 4.8056h  
1/3 page vertical 2.4097w x 9.7444h  
1/3 page horizontal 4.9861w x 4.7600h  
1/6 page vertical 2.4097w x 4.7600h  
1/6 page horizontal 4.9861w x 2.3784h



### Contact

Mary Hermansky - Ad Sales  
(831) 331-5586  
or [adsales@cabrillostage.com](mailto:adsales@cabrillostage.com)

**Checks Payable to:** Cabrillo Stage

**Mail to:** Cabrillo Stage  
Att: Mary Hermansky  
6500 Soquel Drive  
Aptos. CA. 95003

### Mechanical Specifications

- Program book size = 8.5" x 11"
- 133 or 150 line screen
- All ads must be provided digitally on DVD or CD in **Macintosh format** or sent via email as a hi-res, font embedded PDF. **PDF's are preferred.**
- Document layouts must be done in one of the following programs: Adobe Creative Suite 3 or higher, Photoshop 7 or higher, Illustrator files (saved in .EPS format, fonts outlined).
- Scans should be done at 300 dpi.
- Photoshop files should be saved as .tiff or .eps format in bitmap of grayscale mode.
- Color ads should be saved in CMYK mode (no spot colors). Tiff files should be saved with the LZW compression OFF.
- If in-house graphic services are required, advertisers will be billed \$85/hr by the quarter-hour.
- All ads must have a border or one will be added. No bleeds accepted, except for back cover.

### Terms & Policies

- Payment Due in total on May 15th, 2018.
- 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 error.

**Checks Payable to Cabrillo Stage**