



**June 27 - August 18, 2019**  
 Playbill Advertising Rates



**Publication Schedule**

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

**Ad Production**

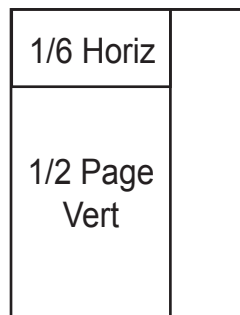
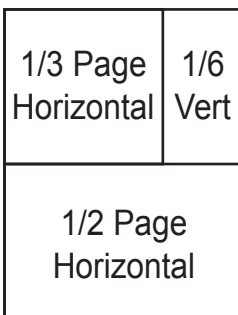
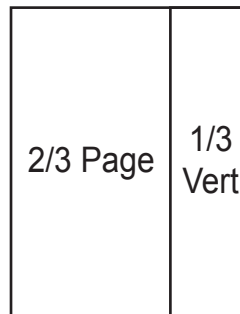
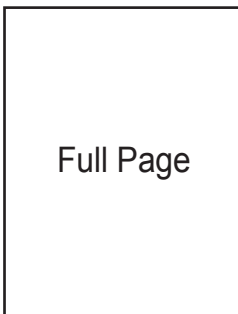
All advertising rates are for space only and require ads in digital format (see specs). For advertisers who need ad design and production, contact Mary Hermansky.

**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**

adsales@cabrillostage.com

**Checks Payable to:** Cabrillo Stage

**Mail to:** Cabrillo Stage  
 Attn: Ad Sales  
 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, 2019.
- 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**