### Technical Requirements

Thank you for advertising in the Geneva High School Playbill. The following are the technical requirements and other information you might find helpful in designing or supplying your ad. If you have any questions on how to supply your ad, please contact Fagans Graphic Design & Printing at 630-208-0319. There is no charge for questions.

#### **Electronic Ads**

We accept ads created in Adobe Illustrator, Adobe Photoshop and/or Adobe InDesign. Ads created in other programs, including Microsoft Word, Power Point, Pages and Publisher, will not be accepted without prior approval!

If approved, ads created in other formats must be saved as EPS, JPG, TIF or PDF files saved for printing with graphics and fonts embedded or fonts changed to outline. We accept ads by email or shared via Dropbox. Please call for instructions.

Send ads to: debbiedraus@fagansinc.com

# Ad Checklist

- Properly supplied electronic art correctly sized incurs no additional cost.
- All ads must be camera ready (white laser prints of 600 DPI or more) or electronic art.
- Color is to be converted to black and white.
- Include all images and fonts saved to outline.
- Save images at 100% as either pdf, ai, tiff or eps.
- Include only the items needed.
- Preflight your document from the disk copy that is being sent and include all screen and printer fonts for the document and for graphics.
- Typesetting and design for new ad creation or alterations to existing ads is available upon request.
   Please call for an appointment.
- Please submit ad copy on time, no reimbursements will be made for missed deadlines.

# Geneva High School Theatre Boosters



## Playbill Advertising Rate Sheet

Contact us at: info@genevatheatreboosters.org

Please mail all payments to: Geneva Theatre Boosters c/o Geneva High School 416 McKinley Ave Geneva IL 60134

## **Advertising Opportunities!**

Your Ad will appear in the playbills for 2019-2020 productions. Including:

Fall Play	The fall play and spring		
Spring Musical	ing Musical musical each can reach a		
One Acts	audience of over 1700		
Viking Revue	patrons.		

### **Advertising Rates**

Full Color Ad	Season/Show
Back Cover	\$600*/\$150
*Season order includes 2 complimentary tickets per show.	

#### Black and White Ads - All Inside Pages

Full Page Ad (4.5 X 7.5 in.) \$400\*/\$100 Front/Back Inside Covers

\*Season order includes 2 complimentary tickets per show.

□ Full Page Ad (4.5 X 7.5 in.) \$300\*/\$75

\*Season order includes 2 complimentary tickets per show.

1/2 Page Ad (4.5 X 3.6875) \$200\*/\$50
 \*Season order includes 2 complimentary tickets per show.

□ 1/4 Page Ad (4.5 X 1.8125) \$120 / \$30

#### Complimentary tickets are <u>NOT NEEDED</u>.

\*Advanced payment is required for all ads purchased for the season or individual shows. Visit our website: <u>www.genevatheatreboosters.org</u> for ad and payment deadlines for each show.

# **Order Form - \*DUE DATE OCTOBER 21st, 2019\***

Company:		
Address:		City/State/ZIP:
Phone: Cell:		Email:
		nt: Date:
*Renew my ad, a	after the first year, for 1	2345 additional year(s)
Authorizing Sign	ature:	
Notes:		
To order:		Can't advertise?
1) Complete or	der form.	Please consider donating
<ol> <li>2) Check box with ad size.</li> <li>3) Send artwork to: <u>debbiedraus@fagansinc.com</u></li> <li>4) Make check out to: Geneva Theatre Boosters Advanced payment required for ALL ads.</li> <li>5) Mail check &amp; order form to Geneva Theatre Boosters c/o Geneva High School 416 McKinley Ave, Geneva IL 60134</li> <li>6) For questions send Email to:</li> </ol>		sters Your name listed on our
		atre Boosters Patron \$75 Your name listed on our website and in the playbill
Full		<ul> <li>Benefactor \$150</li> <li>All of the above + 2 tickets</li> <li>per production</li> </ul>
		□ VIP \$250 All of the above + 4 tickets
Pag	1/4 Pag	(Form Rev. 052919.19)
Iage		Ad sizes are based on a 5.5" wide by 8.5" high playbill page.