

# El Dorado Musical Theatre's 2010-2011 Season



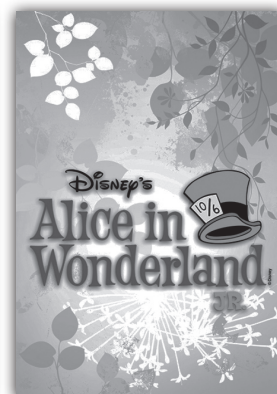
Mainstage Fall/Holiday 2010



Encore! Winter 2011



Mainstage Spring 2011



Rising Stars Summer 2011



Mainstage Summer 2011

**Thank you for your interest in advertising and supporting El Dorado Musical Theatre!**

Patronage of the El Dorado Musical Theatre playbill is more than just a way to reach an outstanding customer base for your business, it's also a great way to support the arts in our community.\* By placing an advertisement in just one of our playbills, you can reach over 5,000 potential customers, many of whom become loyal supporters of businesses who contribute to local arts groups. If you make the choice to be a Program Advertiser for EDMT's remaining 2010-2011 season, your advertisement will appear in *every* program; reaching 25,000 or more patrons. As keepsakes, these programs have a high retention rate and are viewed over and over again.

## The El Dorado Musical Theatre 2010-2011 Season

Advertising in our playbill is a great value. You can save 20% with your prepaid season placement or save 15% with your full season commitment!

### About El Dorado Musical Theatre

El Dorado Musical Theatre (EDMT) is a 501c3 non-profit youth theater company committed to providing excellent musical theater training for performers ages 6 through 20, with high-quality performances for families and the entire community. EDMT realizes the value and importance of artistic expression and social interaction. Our guiding principles include casting all youth who audition (space allowing); producing shows to the highest professional standards; and providing a positive environment in which young people can learn teamwork, develop communication skills, and build confidence for life. Our programs give children and teens an opportunity to grow artistically while working with experts in all aspects of theater production.

EDMT has earned 189 Elly Nominations and 42 Awards since 2003 from the Sacramento Area Regional Theatre Alliance (SARTA)—more than any other community theater in the region. *This year, we are very proud to have won the top award for Best Overall Production for the fifth consecutive year.* EDMT has also been honored by the El Dorado Forum for Distinguished Service in Arts and Culture and voted Best Afterschool Activity by readers of the Folsom and El Dorado Hills Telegraph newspapers. EDMT was voted onto the KCRA Channel 3 "A-List" in the "Best Theater" category and has consistently stayed in the top rankings. These and many other awards give recognition to the value of EDMT to our community.

A Christsms Carol				Hairspray			Anything Goes			Alice in Wonderland			Curtains			
AD MATERIALS DEADLINE:		OCTOBER 26, 2009		FEBRUARY 1, 2010			MARCH 22, 2011			JUNE 14, 2011			JUNE 28, 2011			
PERFORMING:		NOV 19 – DEC 5, 2010		FEBRUARY 25 – MARCH 13, 2011			APRIL 15 – MAY 1, 2011			JULY 8 – 17, 2011			JULY 22 – 31, 2011			
Prices shown are per ad, <i>per playbill</i> .						Remaining Full Season Commitment per show**	Remaining Full Season Prepaid per show***				Remaining Full Season Commitment per show**	Remaining Full Season Prepaid per show***				
<b>Full Color</b>		WIDTH	X	HEIGHT	Single*											
<input type="checkbox"/>	full page	5.25"	x	8.25"	\$750.	\$637.	\$600.									
<input type="checkbox"/>	half page horiz.	5"	x	4"	\$450.	\$382.	\$360.									
<input type="checkbox"/>	half page vert.	2.47"	x	8"	\$450.	\$382.	\$360.									
<input type="checkbox"/>	1/4 page horiz.	5"	x	2.15"	\$265.	\$225.	\$212.									
<input type="checkbox"/>	1/4 page vert.	2.47"	x	3.96"	\$265.	\$225.	\$212.									
<input type="checkbox"/>	Business Card (horizontal only)	2.5"	x	1.4"	\$ 75.	\$ 64.	\$60.									

<b>Black &amp; White</b>		WIDTH	X	HEIGHT	Single*						
<input type="checkbox"/>	full page	5.25"	x	8.25"	\$650.	\$552.	\$520.				
<input type="checkbox"/>	half page horiz.	5"	x	4"	\$375.	\$318.	\$300.				
<input type="checkbox"/>	half page vert.	2.47"	x	8"	\$375.	\$318.	\$300.				
<input type="checkbox"/>	1/4 page horiz.	5"	x	2.15"	\$225.	\$191.	\$180.				
<input type="checkbox"/>	1/4 page vert.	2.47"	x	3.96"	\$225.	\$191.	\$180.				
<input type="checkbox"/>	Business Card (horizontal only)	2.5"	x	1.4"	\$ 60.	\$ 51.	\$48.				

\* **Single** = Single Playbill Placement Rate Per Playbill    \*\* **Full Season Commitment** = 15% Discounted Season Placement Rate per Playbill Ad    \*\*\* **Prepaid** = 20% Discounted Season Placement Rate per Playbill Ad if **Prepaid**.  
100% of the advertising revenue from playbills goes directly to support the theater group. Shows are subject to change due to Rights and venue approvals pending.

horizontal quarter page  
5" w x 2.15" h

Business Card  
(horizontal only)  
2.5" w x 1.4" h

horizontal half page  
5" w x 4" h

vertical quarter page  
2.47" w x 3.96" h

vertical half page  
2.47" w x 8" h

# Ad Materials Specifications

**Dear Advertiser:** The playbill in which your advertisement will appear is a high-quality, full color printed booklet. Because we want your ad to appear at its best, only high-quality advertising materials can be accepted, as specified below. If you are unable to provide artwork in the proper format, we would be happy to help you create your ad.

**General:** Ads should be to-size. If not to exact size, they can not be smaller than the ad size purchased and must be able to be resized to fit the smaller space of the actual ad purchased PROPORTIONALLY.

**Digital Art:** HIGH RESOLUTION(!) JPEG digital files are the easiest and most universally compatible files with which to work. Generally, these are easy to create. Do make sure that you save any ad file as HIGH RESOLUTION, as anything which is produced for viewing on a website IS UNACCEPTABLE because it is not of sufficient quality for printing. Finished materials will be 300 dpi resolution. Please provide files in print-ready format, CYMK, not RGB.

**Unacceptable:** MS Word, Excel, Publisher, or other Windows-only platform application documents UNLESS CONVERTED TO A HIGH RESOLUTION JPEG FILE. 72 dpi resolution files will not be accepted.

**For experienced graphics applications users only:** The playbill is created on a Macintosh platform using Adobe CS4 applications InDesign, Illustrator, and Photoshop. Please include any/all supporting files and fonts with your ad. No spot colors will be supported. All files should be at least 300 dpi.

**Other:** Please inquire if you have art in a different format, or if you need assistance in creating an ad. We are happy to help you create your ad. Any other reflective art for any ad size will be scanned at high resolution.

If OFFSET PRINTED material is supplied for scanning (such as a formerly published, printed ad), some loss in detail and resolution will result! This is particularly true for printed photos. If possible, supply original photo or digital file for optimum quality. Please let your representative know if you need any of your supplied materials returned to you.

**Business Card Ads:** If possible, please provide original digital art for your business card ad. If not available, please provide THREE clean business cards suitable for high-resolution scanning. If you need slight changes (such as a phone number), please indicate those changes on a separate card.

 Please submit this form for every ad placement and attach materials (unless being e-mailed).

## Information

Advertiser : \_\_\_\_\_ Contact : \_\_\_\_\_

Phone : \_\_\_\_\_ E-Mail : \_\_\_\_\_ Date of Order : \_\_\_\_\_

Ad Specifications: ☐ Color ☐ B&W  
☐ full page ☐ half pg horiz. ☐ half pg vert. ☐ 1/4 pg horiz. ☐ 1/4 pg vert. ☐ bus. card

Describe materials provided : \_\_\_\_\_

Artwork Status: ☐ e-mailed to: **Ads@edmt.info**

☐ Attached (include 3 if biz card) ☐ Pending ☐ To be created by EDMT

Ad purchased for playbill(s): ☐ Hairspray ONLY OR ☐ Remaining Full Season (4 Playbills) *additional discount applies if paid in full in advance*

Ad Placement Total : \$ \_\_\_\_\_ ☐ Payment Received

Paid by : ☐ check # : \_\_\_\_\_ ☐ cash

Notes/Special Instructions : \_\_\_\_\_

EDMT Representative : \_\_\_\_\_

**Personal Ads:** Include BOTH the name of the ad purchaser as well as the cast member(s) featured in the ad in the space provided below. If EDMT will be creating this personal ad, please *clearly* print the wording to be included. Please use the space provided below. Please also include either an original photo or a digital **HIGH RESOLUTION** photo of the cast member(s) for your ad.

\_\_\_\_\_  
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