

Northern Sky Theater

2016 - Playbill Advertising Contract



NORTHERN SKY
theater

- CONTRACT & FULL PAYMENT DUE DECEMBER 7, 2015 FOR DISCOUNT -
- ARTWORK DUE MARCH 4, 2016 - FINAL PAYMENT DUE APRIL 8, 2016 -



Business Name _____
(As you want it to appear in Playbill)

Contact Person _____ Phone _____

E-mail Address _____

Mailing Address _____

City _____ State _____ Zip _____

Website _____

Email artwork to Ann Birnschein at ann@northernskytheater.com

We Prefer PDF Files - All Fonts Embedded and Exact Ad Sizes (see back).
Ad Files Must Be Mac Compatible and in Adobe Acrobat, InDesign, Photoshop, or Illustrator file formats.

AD CHECK LIST:

- Use my ad from last year ... NO OTHER CHANGES
 - I have emailed my new B&W artwork.
 - I have emailed my new COLOR artwork.
- | | |
|--|---|
| <input type="checkbox"/> Black & White (B&W) Ad | <input type="checkbox"/> Color Ad |
| <input type="checkbox"/> Color Ad – Paid by 12/7/15 | <i>Payment AFTER 12/7/15</i> |
| <input type="checkbox"/> Full Page \$1,100 | <input type="checkbox"/> Full Page \$1,220 |
| <input type="checkbox"/> 1/2 Page \$600 | <input type="checkbox"/> 1/2 Page \$690 |
| <input type="checkbox"/> 1/3 Page \$450 | <input type="checkbox"/> 1/3 Page \$520 |
| <input type="checkbox"/> 1/4 Page \$330 | <input type="checkbox"/> 1/4 Page \$400 |
| <input type="checkbox"/> 1/6 Page \$260 | <input type="checkbox"/> 1/6 Page \$310 |
| | <input type="checkbox"/> Premium Ad
(3 Spots See Back) |

See Reverse Side For Ad Sizes & Specifications

CONTRACT TERMS:

- Final payment must be received no later than April 8 for inclusion in the playbill.
- Northern Sky will distribute playbills at all performances, June 2016 – October 2016.
- Advertisers will receive 2 complimentary tickets for Northern Sky's summer season.
- Northern Sky reserves the right to refuse any advertisement deemed inappropriate by the Board of Directors.
- Additional fees will be charged to the advertiser if submitted ad is not in correct format or significant changes are needed.
- Contracts received without signature and/or payment may be returned.
Ads may not be accepted without a signed contract and payment.

QUESTIONS?

Contact Holly at 920-854-6117 x105 or holly@northernskytheater.com

Payment ON or BEFORE 12/07/2015

Total Cost of Ad: _____

Payment AFTER 12/07/2015

Color Ad: _____

Black & White (B&W) Ad: _____

Balance Due (if any): _____

I hereby authorize the insertion of our business advertisement in the 2016 Northern Sky playbill.

Advertiser _____
(signature)

Date _____

PAYMENT METHOD:

- Check enclosed payable to Northern Sky
 - Please charge \$ _____
for my ad to my Visa or MasterCard
(If payment plan is desired,
50% will be charged now & 50% on April 8th.)
- Card # _____
- Exp. _____ Zip Code (billing) _____
- Signature _____

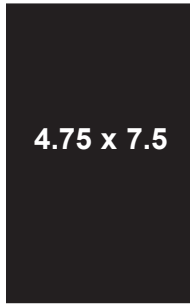
OFFICE USE ONLY:

\$ PAID _____ \$ DUE _____ AD _____

NEW AD SIZE AND DIMENSION CHOICES

SPECIAL DISCOUNT FOR COLOR ADVERTISERS

Submit this contract + full payment by 12/7/14 and receive B&W Pricing

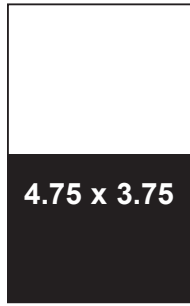


4.75 x 7.5

Full page

\$1,110 B&W

\$1,220 Color



4.75 x 3.75

1/2 page

\$600 B&W

\$690 Color



2.25
x
7.5

1/2 page

\$600 B&W

\$690 Color



4.75 x 2.25

1/3 page

\$450 B&W

\$520 Color

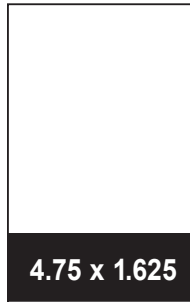


2.25
x
4.75

1/3 page

\$450 B&W

\$520 Color



4.75 x 1.625

1/4 page

\$330 B&W

\$400 Color

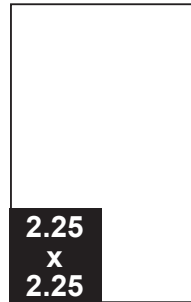


2.25
x
3.625

1/4 page

\$330 B&W

\$400 Color



2.25
x
2.25

1/6 page

\$260 B&W

\$310 Color

Artwork Deadline: March 4, 2016

Required Formats:

Resolution = 300 dpi

Preferred Format:

Print Quality PDF with no crop marks or Adobe InDesign CS5 or lower with supporting images and fonts.

Accepted Formats:

Adobe Illustrator CS5 or lower, Adobe Photoshop CS5 or lower PDF, JPEG, PSD, TIFF, EPS. All fonts & images must be included. *Do NOT send Microsoft Publisher, Word, PowerPoint or QuarkXPress documents.*

Color Ads must be in CMYK. Do NOT include Spot Colors nor RGB colors.

Ad Questions?

Contact Ann Birnschein 920-854-6117 x104 or ann@northernskytheater.com.

Email Artwork to:

ann@northernskytheater.com

ARTWORK / DESIGNER INFO:

Name: _____

Phone: _____

Ad Sent: Email Mail In-Person

FULL PAGE PREMIUM COLOR AD SPACE

By 12/7/2015

Back Cover \$1,240

Inside Front Cover \$1,180

Inside Back Cover \$1,180

After 12/7/2015

Back Cover \$1,360

Inside Front Cover \$1,300

Inside Back Cover \$1,300

FREE Ad Partner Web Link:

I would like my website linked from the Northern Sky website. Please email up to 20 words of descriptive copy for your weblink to ann@northernskytheater.com Use descriptive copy from last year.

Website: _____ Use Logo from our ad. Use Logo emailed.

Questions? Please call Holly Feldman at the Northern Sky office: 920-854-6117 x105

You may pay in full or send 50% payment now, and 50% no later than April 8, 2016 payable to Northern Sky Theater.

Please make a copy for your records and send this contract with your hard copy or digital copy of ad to:

Northern Sky Theater
PO Box 273 • Fish Creek, WI 54212

Street Address For FedEx or UPS: 10351 Bella Vista Lane, Unit G, Ephraim, WI 54211

SEND ARTWORK TO: Ann Birnschein at ann@northernskytheater.com