



Dear Friends of Yorktown Stage:

We are now taking reservations for advertising in our next 2010 Season Program Guide and hope that you will support the Yorktown Stage as we enter our *12th* full season.

And this season promises to be another exciting one!

- This season's Broadway musical productions run from April – November. The shows scheduled are:

INTO THE WOODS
THE WEDDING SINGER
FIDDLER ON THE ROOF

- Voted "*The Best In Family Entertainment*" by *Westchester Magazine*, our shows consistently receive high accolades from local and regional reviews.
- Yorktown Stage attracts an affluent family audience from Westchester, Putnam and the tri-state area.
- Over 70% of our patrons frequent area shops and restaurants.
- Reach our potential audience of 25,000 people!
- Our performances are sold out over 90% of the time!
- Our audience is loyal, with over 75% returning every season.

YORKTOWN STAGE NEEDS YOUR SUPPORT!

In order to continue to provide the best productions possible, we hope that you will support Yorktown Stage and place an ad in our program guide for this season's three Broadway Musical Productions.

We appreciate your continued support and look forward to seeing you at Yorktown Stage.

Please complete the advertising contract and return it with payment to reserve your ad space. If you have any questions, call **Lisa Fine**, LF Communications at **914.243.9761** or the theatre at **914.962.0606**.

Yorktown Stage: 2010 ADVERTISING INVOICE & CONTRACT

| <u>Advertisement</u> | <u>Dimensions</u> | <u>Price 3 Shows</u> |
|---------------------------|--------------------|----------------------|
| Premium Outside Cover | 4.5 (w) x 7.5 (h) | \$900 |
| Inside Front Cover | 4.5 (w) x 7.5 (h) | \$675 |
| Inside Back Cover | 4.5 (w) x 7.5 (h) | \$675 |
| Full Page | 4.5 (w) x 7.5 (h) | \$475 (\$175/show) |
| Half Page - horizontal | 4.5 (w) x 3.50 (h) | \$270 (\$110/show) |
| Quarter Page - horizontal | 4.5 (w) x 1.75 (h) | \$190 (\$75/show) |

Ad will appear in *All 3 Broadway Musical* programs.
Reservations must be made before **February 23** (May 15 for July Show or September 15 for November Show).
Ad must be received by **March 9**. (June 15 for July Show and October 15 for November Show).

Name: _____ Company: _____
 Street Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Fax: _____ Email: _____

Enclosed is my check for the advertisement or support contribution made payable to **Yorktown Stage**.
 Please charge my credit card:
 Credit Card #: _____ Expiration Date: _____ Security Code: _____
 Billing Address: _____
 Cardholder's Signature: _____ Date: _____

Specifications for ad submission: See next page for Specifications. All pre-designed advertisements must be submitted electronically. Please email digital ad to lfine@verizon.net. Advertisements will be printed black and white. Yorktown Stage reserves the right to choose final placement of advertisement. **Ad reservations must be made as indicated above.**

Terms: Payment due in full with reservation. Advertiser agrees to indemnify and save Yorktown Stage harmless against all losses, liability, damage and expense of whatever nature arising out of copying, printing, or publishing of advertisement. No conditions excepting those written herein are regarded as part of this contract.

I agree to this Advertising Contract and will abide by its terms.

By: _____ By: _____
 Advertiser or Agent Yorktown Stage Representative

Date: _____ Date: _____

PLEASE MAIL TO: Lisa Fine, LF Communications, Inc.
 2225 Van Cortlandt Circle Yorktown Heights, NY 10598
 Phone: 914.243.9761 Email: lfine@verizon.net



Program Ad Specifications

Dimensions

Full Page (including covers) 4.5" (w) x 7.5" (h)

Half Page – Horizontal 4.5" (w) x 3.5" (h)

Quarter Page – Horizontal 4.5" (w) x 1.75" (h)

All ads are reproduced in grayscale. Color is not available.

Formats – Digital Requirements

1. Preferred file format: Adobe Acrobat PDF

- Suggested job options/PDF settings: PDF X-1a or Press Optimized
- All fonts MUST be embedded
- All photos and images must be grayscale
- Layers must be flattened

2. Other acceptable file types:

- Adobe Illustrator: type must be converted to outline
- Adobe Photoshop (JPEG, TIFF, EPS, PSD): Resolution must be 300 dpi at full size.
- Adobe In Design: all fonts must be included with file

3. Submitting photos/logos

- Hard copy to scan
B&W or Color Photos: MUST be clear and in focus (please note color photos will be converted to grayscale for printing)
- Digital images
Must be 300+ dpi when placed at 100%

Rough Layout

1. Layout: We will design ads based on your simple sketch of placement of text, logos and pictures. Business cards are acceptable as sketches.
2. Text: Advertiser must supply all text electronically (unless limited to the text on a business card). Email, Word documents and text files are acceptable formats.
3. **Microsoft Word documents will be reformatted.** Please DO NOT place graphics in the Word documents. Send as a separate file
4. If the advertiser requires a specific font, it must be provided with the ad information.