



# Persephone Theatre Rawlco Radio Hall Program Advertising Rates 2011/2012 Season

	<b>Full Season</b> (6 Shows)	<b>Half Season</b> (3 Shows)	<b>One Show</b>
<b>Full Page</b> (4 ½" wide x 7" high)	\$2750	\$1500	\$550
<b>Half Page</b> (4 ½ " wide x 3 ½" high)	\$1700	\$950	\$350
<b>Quarter Page</b> (2 ⅛" wide x 3 ½" high)	\$1275	\$675	\$250
<b>Full Page – Full Colour</b> (4 ½" wide x 7" high) – Limited quantity of pages available.	\$3500		

All ads are in black and white.

Program Inserts: Regular run of one show \$500.  
All nights of extension run of a show \$200.  
One specific night \$150

Insert must be no more than 4 ½" wide x 7" high. Prepared and delivered to the theatre a minimum of two days prior to the first performance.

- Please note rates for ads or inserts do not include GST or PST.
- A charge of \$75 will apply to all non camera-ready ads.

Files to be provided in one of the following formats: Quark Xpress (include all fonts and graphics); Adobe Illustrator EPS (with fonts converted to outlines); Adobe Photoshop EPS or TIFF files at 300 dpi and actual ad size. PDF files will be accepted if they are high resolution print quality.

**Please avoid:** Microsoft Word, Microsoft Publisher, Corel Draw, Bitmap or PICT files.

## Advertising Deadlines

<u>Show</u>	<u>Deadline</u>	<u>Show Dates</u>
<i>Dead Midnight</i>	Aug 19	Sept 14 – 28, 2011
<i>Nevermore</i>	Sept 23	Oct 19 – Nov 2, 2011
<i>A Christmas Story</i>	Oct 28	Nov 23 – Dec 7, 2011
<i>The 39 Steps</i>	Dec 30	Jan. 25 – Feb 8, 2012
<i>MacHomer</i>	Feb 10	March 7 – 21, 2012
<i>Hank Williams: The Show He Never Gave</i>	March 23	April 18 – May 2, 2012

**For further information or to arrange for ad space please contact:**

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