

SEASON 2007-08 PLAYBILL

INSERTION ORDER FORM

GARDE PLAYBILL
325 State Street
New London, CT 06320
860.444.6766



Contact/Agency _____

Name of Advertiser _____

Address _____

Phone / Fax _____

Email _____

Space Charge (<i>see chart</i>)	
Guaranteed Pos. Charge	
Design/Layout Charge	
TOTAL COST	

Advertising Sizes and Rates*				
Description	Width	Height	Color	B/W
Full Page	4 3/4"	7 5/8"	\$2480	\$1775
Half Page (<i>horizontal</i>)	4 3/4"	3 3/4"	\$1765	\$1250
Half Page (<i>vertical</i>)	2 5/16"	7 5/8"	\$1765	\$1250
Quarter Page (<i>horizontal</i>)	4 3/4"	1 7/8"	\$1100	\$800
Quarter Page (<i>vertical</i>)	2 5/16"	3 3/4"	\$1100	\$800
Eighth Page	2 5/16"	1 7/8"	\$625	\$500

Guaranteed Positions: Inside Cover Pages, Back Cover, Page 3 & 4: plus **25%**
All other guaranteed positions: plus **20%**

Ad Copy, Design, Layout Charges: Advertisements not received camera ready will be billed as follows: Quarter & Eighth Page: **\$85** • Half Page: **\$125** • Full Page: **\$175**

Advertising Sizes and Rates	
Size: _____	• Horizontal • Vertical
• Color	• Black & White
• Renew my ad from last year. _____	
• Pickup last year's ad w/changes.	
• I will provide new camera-ready art work: • jpeg • tif • pdf	
• Please contact me about design of my ad.	
• Preferred Guaranteed Position: _____	

PAYMENT METHOD

- Check enclosed, payable to the Garde Arts Center
- Payment Plan
50% with order, balance due 10/01/07
- Visa • MasterCard • AmEx

Card # _____

Exp. Date _____ Amount _____

Authorization (signature) _____

Please Print Authorization Name _____

Signature _____

Ad Copy Deadline: August 1, 2007
email digital file to: jsigel@gardearts.org
860-444-4430

Mail reservation form to:
Garde Arts Center
325 State Street
New London, CT 06320
or fax to: 860-447-0503
prior to July 9, 2007

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