

# SEASON 2011-12 PLAYBILL

## EARLY BIRD 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 Position Charge	
Design/Layout Charge	
<b>TOTAL COST</b>	

### PAYMENT METHOD

- Check enclosed, payable to the Garde Arts Center
- Payment Plan  
50% with order, balance due 9/01/11
- Visa • MasterCard • AmEx

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Amount \_\_\_\_\_

*For early bird discounts*

**Mail reservation form to:**  
**Garde Arts Center**  
**325 State Street**  
**New London, CT 06320**  
**email to: jsigel@gardearts.org**  
**fax: 860-447-0503**  
**prior to July 28, 2011**

### 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: \_\_\_\_\_

Authorization (signature) \_\_\_\_\_

Please Print Authorization Name \_\_\_\_\_

Signature \_\_\_\_\_

**Camera-ready copy due: 8/1/11**  
**email digital file to: jsigel@gardearts.org**  
**860-444-4430**

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