



2011-12

A-B Proscenium Circus Season Program Advertising Rate Information

The A-B Friends of Drama board is now seeking advertisers for the 2011-2012 program booklet for the productions of Proscenium Circus (PC), the award-winning student theater at Acton-Boxborough Regional High School. Under the direction of Linda Potter, the PC productions have a well-deserved reputation for excellent theater and draw large audiences to every show.



The program will be distributed at these shows:

FALL PLAY
Robin Hood
October 28 - November 5

MUSICAL
Pippin
February 3 - 11

SPRING PLAY
Romeo & Juliet
May 11 - 12

Your ad in the program book helps to offset some of the costs of these productions and also supports scholarships awarded to graduating seniors.

This year over 7,000 people will see your ad when they attend shows at ABRHS, many will see more than one show. Because of the reputation PC productions have earned, our audience reaches beyond Acton and Boxborough to many of the towns surrounding us, so our advertisers have great visibility.

A-B Friends of Drama, a not-for-profit organization, is proud to produce this program to benefit Proscenium Circus. The support of the business community is greatly appreciated as we look forward to another exciting season. We hope to see you in the audience this year!

Sue LaForest
A-B Friends of Drama Board
Ad Sales Manager

General Information

PROGRAM BOOK SIZE: 5.5 x 8.5 inches
Print run: 7,000+ distributed at four productions throughout the season

DEADLINE FOR RESERVATIONS:
September 30

DEADLINE FOR ARTWORK & PAYMENT:
October 7

AD SALES MANAGER:
Sue LaForest
email: squinnlaforest@verizon.net
home: 978-263-9470

PAYMENT IS DUE by OCTOBER 7 for INCLUSION in the FIRST PROGRAM. NO ADS WILL BE PUBLISHED WITHOUT PAYMENT. THANK YOU!

CHECKS should be made payable to A-B FRIENDS OF DRAMA and given to a sales rep or mailed to:
Sue LaForest c/o Friends of Drama
PO BOX 646 Acton, MA 01720

FILE SPECIFICATIONS:
TIFF, JPEG, EPS, PDF (high resolution) or camera-ready hard copy
Photos and artwork should be 300 dpi in digital files and should be provided with the ad.

PLEASE SEND ELECTRONIC AD FILES TO:
Sue Peterman, program coordinator
sue@topdogdesign.com
978.264.4686

AD SIZES & RATES

QUARTER PAGE: \$80
4.75" wide x 1.875" tall

HALF PAGE: \$150
4.75" wide x 3.66" tall

FULL PAGE: \$250
4.75" wide x 7.75" tall

FULL PAGE PREMIUM PLACEMENT: \$350

- inside front cover
- inside and outside back covers
- first and last inside pages

PROSCENIUM CIRCUS / A-B FRIENDS OF DRAMA

Advertising Reservation Form – 2011-12



Thank you for placing an ad in the 2011-12 PC season program booklet. Please complete this form and return it to your ad sales contact with your check or mail to:
Sue LaForest c/o Friends of Drama, PO Box 646 Acton MA. If you have questions, please contact Sue LaForest at 978-263-9470.

ALL PAYMENTS ARE DUE BY OCTOBER 7. Unpaid ads cannot be included in fall program.
CHECKS SHOULD BE MADE PAYABLE TO "A-B FRIENDS OF DRAMA." Our goal is to collect payment at the time the ad is solicited, if possible. If you need an invoice, we will be happy to send one to you.

Name of Business _____

Address _____ Town, State, Zip _____

Contact Name _____ Title _____

Phone _____ Email _____

If invoice should be sent to someone other than the contact person, please list name and address:

Please check all that apply:

Method of Payment Check # Cash Invoice required

Quarter pg: \$80 (4.75x1.875) Half page: \$150 (4.75 x 3.66") Full page: \$250 (4.75 x 7.75")

Premium Full Page: \$350: Inside front cvr first inside page last page Inside back cvr back cvr

RENEW AD WITH NO CHANGES

RENEW AD WITH CHANGES SPECIFIED: _____

NEW AD: Artwork Supplied (High rez PDF or JPEG or camera-ready hard copy)

NEW AD: Design Needed Business Card, logo and/or artwork provided

If design is needed, please write text clearly in this space. Please attach a clear copy of your logo or other artwork that you would like used in the ad. Black and white is preferable for best contrast. A business card is acceptable.