

# Playbill Advertising Rates & Specs

Reserve your advertising space in our six season playbills now! Muskegon Civic Theatre entertains over 9,000 patrons per season – increase your organization's exposure to a captive audience with a playbill ad.



## Advertisement Space for Half Season (Aug.-Dec. OR Jan.-May)

1/8 Page .....	\$ 60
1/4 Page .....	\$125
1/2 Page .....	\$225
Full Page .....	\$450

## Advertisement Space for Full Season

1/8 Page .....	\$100
1/4 Page .....	\$200
1/2 Page .....	\$400
Full Page .....	\$800
Inside Cover or Back Cover .....	\$1,250

Ad sizes are as shown below. Ads must fit proportionately within the dimensions of the desired ad size. We reserve the right to approve all ads.

**Preferred format:** HIGH RESOLUTION CMYK pdf with fonts embedded and all layers flattened. Photos must be 300ppi at full size. High resolution CMYK or GRAYSCALE jpg ads are acceptable, but the quality of text and line art won't be as crisp as files provided in pdf format. Ads will print in the quality they are provided. We are not responsible for poor production quality due to errors in setup.

Organization

Contact Name

Date

Email

Street Address

City/State/Zip

Phone

☐ Check made out to Muskegon Civic Theatre enclosed

☐ Invoice me ☐ Pay online (use QR code below)

Charge my Card #

Expiration Date  CW

Signature

Please email completed form to Kristina McCloskey at [kmccloskey@muskegoncivictheatre.org](mailto:kmccloskey@muskegoncivictheatre.org), mail to Muskegon Civic Theatre, or use QR code to pay online.



<p>Inside Cover or Back Cover 5.5" x 8.5" (plus .125" bleed)</p>	<p>Full Page 4.75" x 7.75"</p>	<p>Half Page 4.75" x 3.75"</p>	<p>Quarter Page Vertical 2.25" x 3.75"</p>	<p>Quarter Page Horizontal 4.75" x 1.75"</p>	<p>Eighth Page 2.25" x 1.75"</p>
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Submit finished ads to Kristina McCloskey at [kmccloskey@muskegoncivictheatre.org](mailto:kmccloskey@muskegoncivictheatre.org). If your file is too large to email, submit via WeTransfer.com.