

Hope Summer Repertory Theatre

Advertising Program 2016



- Our audience has the demographics your business wants to reach
 - Over 30,000 viewers: local, high-income, active
 - Your advertisement positions you as a supporter of the arts in our community
- Two free tickets to a performance of your choice with each order.

ADVERTISING CONTRACT FOR THE HOPE SUMMER REPERTORY THEATRE

RATES -- All ads are black and white except for the back cover.

CHECK SIZE REQUESTED	SIZE (INCHES)	FULL PAYMENT	DISCOUNT*
<input type="checkbox"/> Back Cover -- Color	8.5 x 11	\$1,700	n/a
<input type="checkbox"/> Inside Front or Back Cover	7.5 x 10	\$1,600	\$1,500
<input type="checkbox"/> Full Page	7.5 x 10	\$1,500	\$1,400
<input type="checkbox"/> 1/2 page - horizontal	7.5 x 4.875	\$800	\$750
<input type="checkbox"/> 1/2 page - vertical	10 x 3.625	\$800	\$750
<input type="checkbox"/> 1/3 page - horizontal	7.5 x 3.25	\$600	\$550
<input type="checkbox"/> 1/3 page - vertical	10 x 2.375	\$600	\$550
<input type="checkbox"/> 1/4 page	3.625 x 4.875	\$400	\$375

Artwork Deadline: May 25, 2016

You are authorized to publish in the 2016 Hope Summer Repertory Theatre program the advertisement of:

Company Name: _____
(please print or type)

Contact Name: _____
(please print or type)

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ e-mail: _____

Please check www.hope.edu/hsrt for a calendar.

I would love two tickets to (name of show) _____

on (please list a few date options in order of preference) _____

Tickets will be listed under the name above at the ticket office and can be picked up prior to the performance.

This order is signed and accepted, subject to the conditions on the reverse side.

Signature _____ Title _____ Date _____

Discount prices apply to contracts received by **May 25, 2016 and accompanied by payment in full.*

The Fine Print Section

1. Ads will appear in all issues of the Hope Summer Repertory Theatre program at the rates set forth on the front side of this contract.
2. Ads will be produced in one color, black on white or reverse type. The only exception to this is the back page, which is full color.
3. The advertiser is responsible for camera-ready art work (hard copy or electronic), exactly as it is to appear in the program. Acceptable formats include JPG, TIF, PhotoShop file, or High Res PDF. Word and Publisher files cannot be accepted (but check with us and we'll help with reformatting if possible).
4. Ads will be identical in all of the programs.
5. Advertising space may only be used for a single business, company, or organization. It may not be divided for use by more than one enterprise.
6. Advertisements may not contain "clip-out" coupons.
7. Full payment for advertisements must be made within 30 days of the invoice date.
8. Payments received prior to May 25, 2016 will be at the discount price noted on the other side. Invoices will not be sent for payments received by that date.
9. Contracts, including art work, must be submitted by **MAY 25, 2016**.

Materials may be submitted to arts@hope.edu

Please contact Derek Emerson, HSRT Advertising Director, at 616-395-7893
or arts@hope.edu with any questions.

*Thank you for your investment in Hope Summer Repertory Theatre
and the cultural life of the community.*