



# Season 2016-17 Playbill/Program Book Order Form

All ads will be listed on the index to advertiser page as well as a corresponding page on the website to *include links to your website!*

## Advertising Charges - Color or BxW (same price)

Inside Front, Page 1 & Inside Back Cover Charge .....	\$1500
Back Cover Charge .....	\$1800
Full Page (5" wide by 8" tall).....	\$1200
Two-Page Spread (10" wide by 8" tall) .....	\$2000
½ Page (5" wide by 4" tall) .....	\$750
1/3 Page Horizontal .....	\$495
¼ page vertical (1 5/8 " wide by 8" tall) .....	\$400
¼ page Horizontal (5" wide by 2" tall) .....	\$400
1/8 page Horizontal (2.5" wide by 2" tall) .....	\$275

Guaranteed Positions: Add 20% Except Inside Cover Pages, Back Cover & Page 1

Provide camera-ready art work, to size @ 300dpi, as a jpeg, tif or pdf in CMYK

\*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 • 2 Page Spread@ \$300

Space Charge..... \$ \_\_\_\_\_  
 Guaranteed Position Charge..... \$ \_\_\_\_\_  
 Design/Layout Charge..... \$ \_\_\_\_\_  
 TOTAL COST..... \$ \_\_\_\_\_

Pay by Check (payable to Charitable Hands Foundation), Visa or Mastercard

Card # \_\_\_\_\_ Exp. Date \_\_\_/\_\_\_ 3 digit code \_\_\_\_\_ Amount\$ \_\_\_\_\_

Send form to: Milford Performance Center 70 West River St. Milford, CT 06460

email to: support@milfordperformancecenter.org

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ Office # \_\_\_\_\_ X \_\_\_\_\_ Cell# \_\_\_\_\_

Email \_\_\_\_\_ Advertiser Signature \_\_\_\_\_

\*NOTICE: All copy, text, display and illustrations are published upon the understanding that the advertising agency be fully authorized, having secured the proper written consents for the use of names, pictures and testimonials of any living person, and may lawfully publish, and cause such publication to be made, and the advertiser and advertising agency agree to identify and save blameless the publisher from any and all liability, loss and expense of any nature arising out of such publication. The preceding also applies to publicity photos and copy released for publication by the advertiser of his/her agency. Liability due to publisher's error shall not exceed the charge for space actually occupied by the item in which the error was made. Advertiser and publisher agree that this contract is subject to terms and conditions as printed on this form.