



*Playbill Ad Space Reservation*

*Ad Space Reservation for:* \_\_\_\_\_  
\_\_\_\_\_

- I wish to place the same ad as in last year's playbill.*
- I wish to make changes on last year's ad (note changes below).*
- I wish to place a new ad.*
- My check is enclosed. (Make checks payable to Advanced Printing)*
- Credit Card*
  - Mastercard*       *Visa*

*Account No.:* \_\_\_\_\_ *Exp. Date:* \_\_\_\_\_

*Name on Card:* \_\_\_\_\_ *Signature:* \_\_\_\_\_

**AD DEADLINE MAY 15<sup>TH</sup> FOR 4-COLOR, MAY 31<sup>ST</sup> FOR B&W  
FULL PAYMENT DUE WITH APPROVED AD**

*Authorized Signature* \_\_\_\_\_ *Date* \_\_\_\_\_

**AD CHANGES** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**RETURN TO:**  
Ernie Johnson at Advanced Printing  
18 Barlee Way • Dennis, MA 02638  
508-385-3751 • Fax 508-385-3197



## Ad sizes:

### Full Page

**Vertical** 4½" x 7¾"

### 1/2 Page

**Horizontal** 4½" x 3¾"

**Vertical** 2½" x 7¾"

### Full Page 4-color (covers only)

**Trim Size:** 5½" x 8½"

**Bleed Size:** 6" x 9"

**Live Area:** 5" x 8"

### 1/4 Page

**Horizontal** 4½" x 1¾"

**Vertical** 2½" x 3¾"

### 1/8 Page

2½" x 1¾"

### Bleeds

Full page 4-color ads can only bleed on cover, not centerfold. Bleeds should be ¼" on all sides.

The following specifications are for MAC files only. Please call Grouper Design at 508-744-7721 regarding PC files. We can accept some PC software and file formats, but not others. Ads should be worked up to our specifications, size, etc. Ads not submitted to our specifications, with advertiser's consent, will be reworked at a charge to the advertiser of \$90.00/hour.

A laser printout must be supplied for ads submitted on disk or sent through email. Grouper Design fax 508-744-7726.

## Electronic Specifications:

### Applications accepted

High Resolution (300 dpi) CMYK or B/W PDF - preferred

QuarkXpress 7.0

Illustrator CS (with type converted to outlines and filed saved as EPS)

Photoshop CS (saved as TIFF or EPS)

### Graphics

EPS and TIFF format only. Line art must be at least 1200 dpi and photos should be 300 dpi or higher. We will not be responsible for the reproduction of graphic elements that do not meet these requirements. Include all graphics files with your final document.

### Fonts

Send both screen and printer versions. Remember to include fonts embedded in graphics files.

### Colors

Convert all EPS and TIFF files to CMYK before placing in final document.

### Compressing files

Stuffit compressed files accepted. Self-extracting files preferred.

### Removable media accepted

CD, DVD

### Electronic Transfer of Ads

Ads meeting specifications can be sent via email to playhouseprod@grouperdesign.com, please do not email files larger than 3MB. For larger files, please upload to our ftp site: ftp.grouperdesign.com, username: client, password: welcome. We must receive a fax of the ad to make sure the ad is correct as received. Be sure to specify the Cape Playhouse Playbill when submitting your ad.

Advertisers requiring assistance with the production of their ads, or advertisers with ads not meeting the above specifications (i.e. PC format) can contact Grouper Design at 508-744-7721.

## Existing Ads:

### B & W Ads

Existing information can be used from previous Playbills, although ad sizes will be adjusted to meet new specifications if needed.

**Contact Ernie Johnson at Advanced Printing for further information or to place an ad.**

18 Barlee Way • Dennis, MA 02638 • 508-385-3751 • Fax 508-385-3197

Email: advprint@comcast.net



**Full Page B&W**

4½" x 7¾"

\$1800  
for 12 week season

**Full Page 4-color**

Trim Size: 5½" x 8"

Bleed Size: 6" x 9"

*(Only cover ads can bleed)*

Live Area: 5" x 8"

\$2200  
for 12 week season

**1/2 Page**

Horizontal 4½" x 3<sup>5</sup>/<sub>8</sub>"

Vertical 2<sup>1</sup>/<sub>8</sub>" x 7<sup>3</sup>/<sub>8</sub>"

\$1100  
for 12 week season

**1/2 Page 4-color**

*(Available in centerfold only)*

Horizontal 4½" x 3<sup>5</sup>/<sub>8</sub>"

Vertical 2<sup>1</sup>/<sub>8</sub>" x 7<sup>3</sup>/<sub>8</sub>"

\$1500  
for 12 week season

**1/4 Page**

Horizontal 4½" x 1<sup>3</sup>/<sub>4</sub>"

Vertical 2<sup>1</sup>/<sub>8</sub>" x 3<sup>5</sup>/<sub>8</sub>"

\$700  
for 12 week season

**1/8 Page**

2<sup>1</sup>/<sub>8</sub>" x 1<sup>3</sup>/<sub>4</sub>"

\$450  
for 12 week season