



## Advertise and Align Your Business with the Arts!

Dear Friends of Pennsylvania Playhouse:

Play a part as we look forward to another successful season performing quality entertainment in Bethlehem, PA! We have been Bethlehem's Community Theater for over 47 years. In that time, tens of thousands of patrons have made Pennsylvania Playhouse their community destination.

Want a unique opportunity to market your business to our captive audience? Want an affordable rate that will last the whole year? Want little effort with a huge potential? Want to align your business with the arts? Consider placing your ad with the Pennsylvania Playhouse's 2012 Playgram!

Funds raised from ads help the Playhouse produce six Main Stage productions annually, an Original Artist's Series, a Cabaret Evening, and our extremely popular Young Actor's Studio workshops. We are a non-profit, 501(c)(3) volunteer, community-based, performance center, located on Illick's Mill Road, in beautiful Northampton County. Because of supporters like you, we're finishing up another great year!

We know you will want your message to reach a wide demographic. By placing your ad in our program we can deliver customers you'd like to contact at a great, low price! You might create specific ads geared to our program! Messages that people will read as they sit in their seats waiting for the lights to dim.

Join us and play an important role in your Community Theater by placing your ad in our Playgram NOW! Our continued success can only be achieved through your generosity and support! Thank you!

Sincerely Yours:

Jack Armstrong  
Development Director



PO Box 20122  
Lehigh Valley, PA 18002

300 Illick's Mill Road  
Bethlehem, PA 18017

## Agreement for Advertising

This Agreement covers program ads that will be included in the Pennsylvania Playhouse program for the up-coming 2012 season.

For the payment of \$ \_\_\_\_\_, advertiser will receive a **Full / Half / Quarter / Eighth Page** ad in the Pennsylvania Playhouse program. These playgrams will be distributed before each main stage show for 2012.

All artwork supplied must be submitted camera-ready ad copy in pdf format to ads@paplayhouse.org (see enclosed spec sheet).

Submit Artwork By **November 18, 2011**.

Pennsylvania Playhouse will not be responsible for any typographical errors in artwork supplied or print quality due to ad file quality submitted.

Name		
Title		
Street		
City	State	Zip Code
Phone	Fax	
E-mail		

The undersigned is an authorized representative of the company named above and is authorized to enter into this Agreement.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please complete, sign and date this Agreement, and return along with payment in form of a check, made out to Pennsylvania Playhouse. The Pennsylvania Playhouse is a 501(c)(3) charitable organization.

Pennsylvania Playhouse  
Development Director  
P.O. Box 20122  
Lehigh Valley, PA 188002

[www.paplayhouse.org](http://www.paplayhouse.org)



## Ad Specifications

2011-2012 PA Playhouse Program Advertising

### FULL PAGE AD

4.75" x 7.75"

Black & White - \$350

### HALF PAGE AD

4.75" x 3.75"

Black & White - \$200

### QUARTER HORIZONTAL PAGE AD

4.75" x 1.75"

Black & White - \$125

### QUARTER VERTICAL PAGE AD

2.25" x 3.75"

Black & White - \$125

### 1/8 PAGE AD

2.25" x 1.75"

Black & White - \$75

### Ad File Specifications

The PA Playhouse can accept the following file formats for all advertisements:

- High resolution (300dpi) generated pdfs
- High resolution (300dpi) Photoshop tifs, jpegs or eps files
- Illustrator (CS5 or older) eps files; with text turned into vector art (please include any imported art)
- Adobe InDesign (CS5 or older) eps files; with all text turned into vector art. (please include any imported art and MAC-Compatible fonts)

**Note:** No Microsoft Word, Publisher, PowerPoint, Corel, Excel, etc. or Quark Xpress documents accepted unless converted into one of the above formats.

#### If sending via mail

Collect all necessary files and burn to a CD. Include a hard copy.

**Mail to:** PO Box 20122

Lehigh Valley, PA 18002

#### if sending via email

please use Stuffit to create one .sit file unless emailing a pdf.

**Email to:** ads@paplayhouse.org

Questions regarding ad files?  
Call 610-882-2229