



Business Premiums in the 2010 – 2011 Nashville Shakespeare Festival Playbills

LOVE'S LABOR'S LOST at Shakespeare in the Park 2010: August 19–September 12, 2010
For the 23rd year – FREE and open to the public. Expected Impressions: 15,000

SHAKESPEARE'S CASE at The Troutt Theater January 2011
Expected Impressions: 5,000

ROMEO & JULIET at Shakespeare in the Park 2011: August–September 2011
For the 24th year – FREE and open to the public. Expected Impressions: 15,000+

2010 – 2011 PLAYBILL DONATION RATES

Summer 2010 Only b/w:

Full Page: \$500

Half Page: \$350

Quarter Page: \$200

All 3 Shows b/w:

Full Page: \$1000

Half Page: \$700

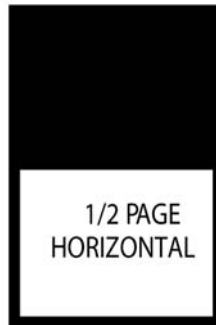
Quarter Page: \$400

Premium 4 Color Positions:

**Back cover, Inside Back
Cover, Inside Front Cover:**
Contact us for availability
and pricing.



FULL PAGE
Trim 5.5" x 8.5"
Safety 5" x 8"
Full Bleed 5.75" x 8.75"
(includes 1/8" bleed)



HALF PAGE HORIZONTAL
Trim 5" x 3.9375"



QUARTER PAGE
Trim 2.4375" x 3.9375"

- Artwork must be 300 dpi JPG, TIF, or PDF with fonts embedded or converted to art.
- All playbill artwork must be converted to GRAYSCALE. (except playbill cover positions)
- Cover positions artwork must be in CMYK.

See **REVERSE** for information about banner advertising at Shakespeare in the Park as well as payment terms and contact information.

2010 – 2011 BANNER DONATION RATES

Summer 2010 only:

Renewing Banner: \$1500

New Banner: \$1750

Summer 2010 & 2011:

Renewing Banner: \$2000

New Banner: \$2200

Banners remain hanging throughout the duration of the run in the Park which is no less than four weeks. Each banner is a 3' x 8' durable waterproof vinyl. Space is limited and banners will be sold on a first-come-first-served basis with priority given to renewing businesses.

Banner Examples:



Production:

- Banner artwork must be a scalable vector graphic in solid color for production as black graphic on cream banner or white graphic on blue banner.

Payment Terms:

- Placement is on a first-come-first-served basis. Be sure contact us today.
- For 2010 & 2011 together, 40% payment is required by July 1, 2010, 60% payment is required on or before September 1, 2010 unless separate arrangements are made in advance.
- For 2010 only, payment in full is due by July 1, 2010.

For details and information, please contact:

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