

# Schoolhouse Arts Center

Invites you to Join Us in 2018 for a very special advertising opportunity

Schoolhouse Arts Center is a non-profit community theater and arts education program, dedicated to bringing the community a fun, creative, educational, and supportive arts environment where people can grow, develop skills, and be involved in the arts. We would like to invite you and your business to become a part of our mission by advertising in our 2018 Season. Your support of the arts and arts education will help us to continue the mission that was started at Schoolhouse over 25 years ago, and will send a message to your customers that you care about the arts too.

## Advertise in Our 2018 Season

### Benefits of Advertising include:

- Ad in all 2018 Season playbills (*approximately 2500 theater patrons*)
- Your organization's name and logo will appear on a list of all advertisers on the Schoolhouse website and in all 2018 Season playbills
- Complimentary tickets for a production in 2018 (*These can be used as promotional giveaways or as a thank you to your staff.*)

#### Back Cover - \$1000

Full-page back cover ad  
7 complimentary tickets

#### Full Page - \$400

Full-page ad (4.5"x7.5")  
4 complimentary tickets

#### Quarter Page - \$200

Quarter-page ad (2.5"x3.75")  
2 complimentary tickets

#### Inside Front Cover - \$800

Full-page back cover ad  
6 complimentary tickets

#### Half Page - \$300

Half-page ad (4.5"x3.75")  
3 complimentary tickets

#### Business Card - \$100

Business card ad  
1 complimentary ticket

#### Inside Back Cover - \$600

Full-page inside back cover ad  
5 complimentary tickets

## Advertising Order Form

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_ Email: \_\_\_\_\_

### Ad Size:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Back Cover—\$1000        | <input type="checkbox"/> Full Page—\$400 | <input type="checkbox"/> Quarter Page—\$200  |
| <input type="checkbox"/> Inside Front Cover—\$800 | <input type="checkbox"/> Half Page—\$300 | <input type="checkbox"/> Business Card—\$100 |
| <input type="checkbox"/> Inside Back Cover—\$600  |  |  |

### Payment Information:

- Check enclosed (made payable to **SACASL**) \$ \_\_\_\_\_
- Cash enclosed \$ \_\_\_\_\_
- Charge my MasterCard/Visa \$ \_\_\_\_\_

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Zip Code \_\_\_\_\_ 3-digit code \_\_\_\_\_

Signature \_\_\_\_\_

Mail this form with ad copy to:

**Schoolhouse Arts Center**

**P.O. Box 140**

**Standish, ME 04084**

Or e-mail ad copy to:

**education@schoolhousearts.org**

Please include ad, logo, or artwork for program ads.

# Advertising Specifications

Circulation: approximately 2,500 per year

Payment: Unless other arrangements are made, payment is due in full prior to first program publication. Payment can be made by check (payable to Schoolhouse Arts Center), cash, or by credit card.

Copy: We prefer ads to be provided camera ready, in an electronic file on disk or emailed, and accompanied by a hard copy output. We can work with *almost* any graphics file format, but for best results, JPG, GIF, and Microsoft or Adobe formats are preferred. We will accept raw copy and prints of art (logos, drawings, etc.) you may want included and will lay out the ad for you. In such cases, we will *try* to show you a proof for approval before going to press, but cannot guarantee it, and Schoolhouse will *not* be responsible for errors in graphics, grammar or spelling. We reserve the right to refuse advertising which we find inappropriate for publication.

Contact: Production Team  
Phone: (207) 642-3743  
Mail ad copy to: Schoolhouse Arts Center  
P.O. Box 140  
Standish, Maine 04084  
E-mail ad copy to: schoolhousearts@gmail.com

**This is a Full Page (copy to fit 4.5" w x 7.5 h)**

**Half Page  
Copy to fit 4.5" w x 3.75" h**

**Quarter Page  
Copy to fit 2.25" x 3.75"  
Vertical or Horizontal**

**Business Card**

**Actual ad size will be adjusted  
by printer and is limited to in-  
formation as it appears on your  
business card**

*Additional Information: While quarter page and business card ads may be laid out horizontally, we prefer not to format half-page ads vertically except in special circumstances.*

*All ads are usually bordered.*

*If you provide only text copy, we may add appropriate clip art.*