



LEWIS FAMILY PLAYHOUSE 2011-2012 SEASON PLAYBILL ADVERTISING CONTRACT

(Please circle the quarter and ad size you wish to advertise in)

Company Name

Contact Name

Street Address

City/State/Zip

Telephone

Fax

E-mail

Advertising Agency

Ad Agency Contact **Phone Number**

AD SIZE
 Full Page
 Half Page
 Quarter Page

AD Rate \$ _____

Total DUE \$ _____

Terms: Net 30 days from date of invoice. All checks must be made payable to City of Rancho Cucamonga. Cancellations must be made in writing 60 days prior to issue date.

Contract Regulations

Advertisers and advertising agencies assume liability for all content (including but not limited to text, representation, illustration, trademark and copyright infringement, violation of rights of privacy libel and unauthorized use of a name) of advertisements printed, and also assume responsibility for any claims arising there from made against the Publisher and/or the Lewis Family Playhouse, including but not limited to reasonable attorney's fees, judgements and amounts paid in compromise.

The City of Rancho Cucamonga reserves the right to select a business as it best relates to the Lewis Family Playhouse mission.

Please insert the enclosed advertising materials in the specified issues of the 2011-2012 Lewis Family Playhouse Theatre playbill. I have indicated on this contract the position, size and color of my ad. I agree to the terms and conditions as described in this contract and signify my agreement by signing and dating this contract.

11-12 Issues	Premiere Date	Space Reservation	Material Due
FALL			
Playbill 1	09/11/101	08/06/11	08/13/11
Playbill 2 (TYA)	10/01/11	09/08/11	09/15/11
WINTER			
Playbill 3	01/13/12	12/12/11	12/19/11
Playbill 4 (TYA)	01/28/12	01/05/12	01/12/12
SPRING			
Playbill 5 (BatG)	03/09/12	02/15/12	02/22/12
Playbill 6	03/30/12	03/05/12	03/12/12
Playbill 7 (TYA)	05/05/12	04/12/12	04/19/12

ANNUAL (all 7 playbills) (Please reference the quarter due dates)

	AD RATES			
	Fall	Winter	Spring	Annual
¼ page	\$250	\$250	\$400	\$900
½ page	\$400	\$400	\$500	\$1,300
Full page (interior)	\$900	\$900	\$1,200	\$3,000
Full page (back cover)	\$1,250	\$1,250	\$1,500	\$4,000

AD DIMENSIONS	
¼ page	2 ¾ x 4 ¼
½ page	5 ½ x 4 ¼
Full page	5 ½ x 8 ½

MECHANICAL REQUIREMENTS

Electronic files – Hi res pdf files are preferred. PDF files can be sent via e-mail to Annette.mumolo@cityofrc.us.

To ensure the highest quality ad, please submit your camera ready ad including all artwork, borders, etc in tiff, eps or pdf format and must have a minimum 300dpi resolution. Please be sure to enclose a proof from the final version of your ad. Black and white lasers are acceptable, but it is helpful to have color proofs for color ads.

Contact Information:

Annette Mumolo, Marketing Dept.
 Lewis Family Playhouse
 12505 Cultural Center Drive
 Rancho Cucamonga, CA 91739
 Phone: 909-477-2775 ext. 2205
 Fax: 909-477-2753
 annette.mumolo@cityofrc.us

Advertiser Acceptance Signature **Date**

Lewis Family Playhouse **Date**