



**LEWIS FAMILY PLAYHOUSE
PLAYBILL ADVERTISING RATES & DIMENSIONS**

Ad Sizes	Dimensions	Quarterly Rate (Fall/Winter/Spring)	Annual Rate
(2) ¼ page	2 ¾ x 4 ¼	\$250/\$250/\$400	\$900
(1) ½ page	5 ½ x 4 ¼	\$400/\$400/\$500	\$1,300
(1) Full page (interior)	5 ½ x 8 ½	\$900/\$900/\$1,200	\$3,000
(1) Full page (back cover)	5 ½ x 8 ½	\$1,250/\$1,250/\$1,500	\$4,000

Fall Quarter (Ad Due Date – July 28, 2011) (Print Due Date – August 13, 2011)

Comprised of 2 different playbills, 5 different shows, 26 performances and 13,168 playbills distributed.

Winter Quarter (Ad Due Date – December 5, 2011) (Print Due Date – December 19, 2011)

Comprised of 2 playbills, 5 different shows, 26 performances and 13,168 playbills distributed.

Spring Quarter (Ad Due Date – January 23, 2012) (Print Due Date – February 8, 2012)

Comprised of 3 different playbills, 7 different shows, 34 performances and 17,440 playbills distributed.

Annual (Reference ad and print due dates listed above)

Comprised of 7 different playbills, 17 different shows, 86 performances and 43,776 playbills distributed.

Please note, all ads are full color and there is a total of 5 ads in each playbill.