



www.nmsutheatre.com

PO Box 30001, MSC 3072

Las Cruces, NM 88003

Main Office: (575) 646-4517

Box Office (Pan American Center): (575) 646-4515

INSTRUCTIONS FOR SUBMITTING AGREEMENT

Please fax to (575) 646-5767, mail to ASTC Playbill, P.O. Box 30001/MSC 3072, Las Cruces, NM 88003-8001, or email to wkilroy@nmsu.edu.

Your agreement should be submitted ASAP for best placement and to reserve a space.

Payment is due at the time of graphic submission, listed below.

INSTRUCTIONS FOR SUBMITTING GRAPHIC and PAYMENT

DEADLINE for RECEIPT of GRAPHIC and PAYMENT: September 1, 2017

Ad Sizes:

Full page = 5" wide by 8" tall

½ page = 5" wide by 3.75" tall

¼ page = 2.25" wide by 3.75" tall

Color: All season playbill ads are printed in full color.

Missed the *Season Deadline*? That's ok, we can run your ad in the next playbill and will prorate your payment. Art & payment for future plays in by these

Program Deadlines: November 1, 2017

February 1, 2018

April 1, 2018

Camera Ready/Resolution: Please make sure your ad comes camera ready: correctly sized and at a minimum of 300 dpi.

Acceptable Formats: Camera ready graphics in pdf (preferred) or jpg formats (please, no Word, Photoshop or other file formats).

Submission options:

Mail camera ready graphics on CD in a protective rigid envelope to:

ASTC Playbill, P.O. Box 30001/MSC 3072, Las Cruces, NM 88003-8001

Deliver camera ready graphics on CD to:

Center for the Arts, Room #318, 1000 East University Avenue, Las Cruces

Email camera ready graphics to:

wkilroy@nmsu.edu

Please include the name of your company's contact person and phone number in your email.



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SEASON PLAYBILL AD AGREEMENT

Season ads run in our playbill during productions running from September – May. Approximately 5,000 patrons view your ad in our playbills with another 10,000 viewing your ad online. Additionally, our patrons are more likely to hold on to their playbill for repeated reading/viewing, increasing your ad’s effectiveness!

NAME OF BUSINESS: _____

CONTACT PERSON: _____

PHONE NUMBER: _____

EMAIL: _____

AD SIZE REQUESTED:

- ◇ Full page (5” wide by 8” tall) \$550
- ◇ ½ page (5” wide by 3.75” tall) \$325
- ◇ ¼ page (2.25” wide by 3.75” tall) \$215

SPECIALTY AD REQUESTED (as available):

Pay in full by 8/26 and receive \$100 off specialty ad prices

- ◇ Back Cover: full page (5” wide by 8” tall) \$1200
- ◇ Inside Front Cover: full page (5” wide by 8” tall) \$850
- ◇ First Inside Page: full page (5” wide by 8” tall) \$850
- ◇ Inside Back Cover: full page (5” wide by 8” tall) \$850

Please note: we cannot accept any other placement requests.

BONUS! WEB PROMOTION:

In addition to your print ad, we will include your ad on our website **AT NO COST TO YOU!** Simply send us your ad re-sized to 10” wide by 1.25” tall along with the address of your website.

PAYMENT:

Payment is due with your graphic submission. We accept checks, money orders and cash. Checks may be made payable to: **American Southwest Theatre Company**. If you prefer to pay by credit card, please contact Wil Kilroy at 646-6000.

PRO-RATING:

If you would like to place a program ad but the submission deadline has passed for a full-season ad, please contact Wil Kilroy at 646-6000 so we can discuss pro-rating your ad cost (based on space availability).