



WANT TO ADVERTISE

in the 2012 Gene Kelly Awards Playbill?

Affordable rates are available!

To reserve your space, call **Elaine A. Nucci** at **412-471-6087** or email Elaine at nucci@culturaldistrict.org

DEADLINES:

Space Reservation: 5/3 Artwork Deadline: 5/11

ADVERTISING RATES

AD SIZE

Full Page - \$520

Half Page - \$320

Quarter Page - \$220

This program prints in black only. See mechanical specifications below.

MECHANICAL SPECIFICATIONS

IMPORTANT: Keep Live Matter 1/4" from the head and foot; and 3/8" from gutter and face to avoid trimming off any copy or image you may think is critical to your ad in the final bindery and assembly of the program booklets. See the page drawings provided to insure your ad is presented the way you intended.

Method of Printing: Offset printing
Screening: Stochastic
300 - 400 line screen

All ad materials must be submitted in CMYK, high res electronic files on disk or by email, with all printer and screen fonts and all high resolution images included and embedded. Email is limited to a maximum of 5MB. We are also unable to accept ZIP FILES. If your file is larger than 5MB including any email text, you will need to upload the file to an FTP site. Visit www.pgharts.org and select the tab for uploading files. All logos should be supplied at High Resolution. Black ads must be furnished as black only (not RGB or CMYK). A minimum of 600 dpi high resolution images preferred. Line art at 150 dpi. PDF files created by using Acrobat Distiller 4.0 or higher are preferred - make sure they're saved at 2400 dpi print resolution with fonts and logos embedded; full page ads should also include bleed and crop marks. All ads are subject to publisher's approval. Note: images pulled from the web are only 72 dpi and not print quality.

Ad must be formatted to the proper mechanical requirements dictated by contracted size. Any creation or alterations of ad materials will be the responsibility of the advertiser/agency. Shared Services can offer a list of freelance designers you may contract to assist you in bringing your ad materials into compliance with the specifications and mechanical requirements outlined here.

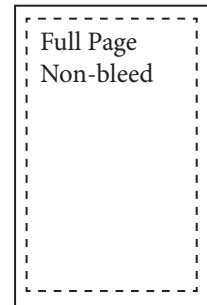
Resubmissions or alterations made to your ad at proof stage will be charged at cost and added to your invoice when they are the responsibility of the advertiser and/or agency.

A laser proof, PDF or fax of an ad must accompany the electronic file. A contract color proof must be supplied for all critical-color ads. 4-Color files to be saved as CMYK (not RGB). Shared Services will not be responsible for color shifts on RGB files furnished when our prepress department converts to CMYK, the appearance of customer-supplied images or files less than 600 dpi, nor can we accept responsibility for final color without a supplied contract color proof.

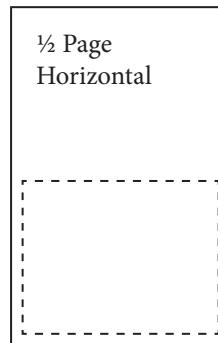
AD DIMENSIONS



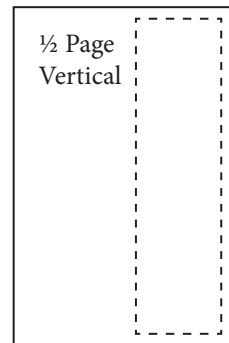
..... 5 5/8 x 8 5/8 live area
——— 6 x 9 trim size
- - - - 6 1/4 x 9 1/4 bleed size



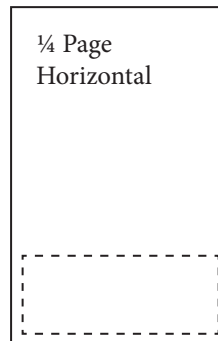
----- 5 x 7 7/8 ad size
——— 6 x 9 page



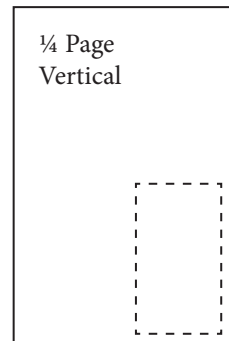
----- 5 x 3 7/8 ad size
——— 6 x 9 page



----- 2 5/16 x 7 7/8 ad size
——— 6 x 9 page



----- 5 x 1 7/8 ad size
——— 6 x 9 page



----- 2 5/16 x 3 3/4 ad size
——— 6 x 9 page