



21st Great Season

2011 ADVERTISERS RATE SHEET

Save 15% on all rates if pre-paid by May 12!

Three VERY Smart Reasons to Advertise with NCT in 2011:

1. Pre-pay your ad in full by May 12 and save an additional 15%!

2. A captive audience: Our program booklet is read by nearly 100% of our audience in the 15-30 minutes before the play and during the 15 minute intermission.

3. Our attendance in 2010 topped 6800 patrons during our eight week season. This summer, what better environment to target your business to a smart crowd that supports our local economy?

Contact Joan Hornbuckle today to reserve ad space in our 2011 playbill.

AD SIZE	DIMENSIONS	B&W	FULL COLOR!
<i>1/4 Page</i>	<i>2-1/8" Wide x 3-1/2" Deep</i>	\$245	\$355
<i>1/2 Page</i>	<i>4" Wide x 3-1/2" Deep</i>	\$385	\$500
<i>Full Page</i>	<i>4" Wide x 7" Deep</i>	\$520	\$850
<i>Back cover*</i>	<i>4" Wide x 7" Deep</i>		\$900

* Check first on availability

Your ad will appear in each of our four production playbills, for a total of 40 public performances. Please fill out lower half of this form and return by May 30 to:

**Joan Hornbuckle • Advertising Representative
New Century Theatre
P.O. Box 186 / Northampton, MA 01061-0186
(413) 626-3843
Email: playbill@newcenturytheatre.org**

Getting your ad artwork to us: Most advertisers just email us their ad. You can send it to: playbill@newcenturytheatre.org
Let us know if you need to make other arrangements.

We prefer to receive it in PDF format but can accept a Tiff or EPS file. **Please make sure to embed your fonts in your PDF file.** We will send you a bill along with proof of publication. Payment is due within 30 days of billing.

----- Clip and send lower portion to reserve your ad today. -----

ADVERTISER: _____

MAILING ADDRESS: _____

PHONE NUMBER: _____ EMAIL: _____

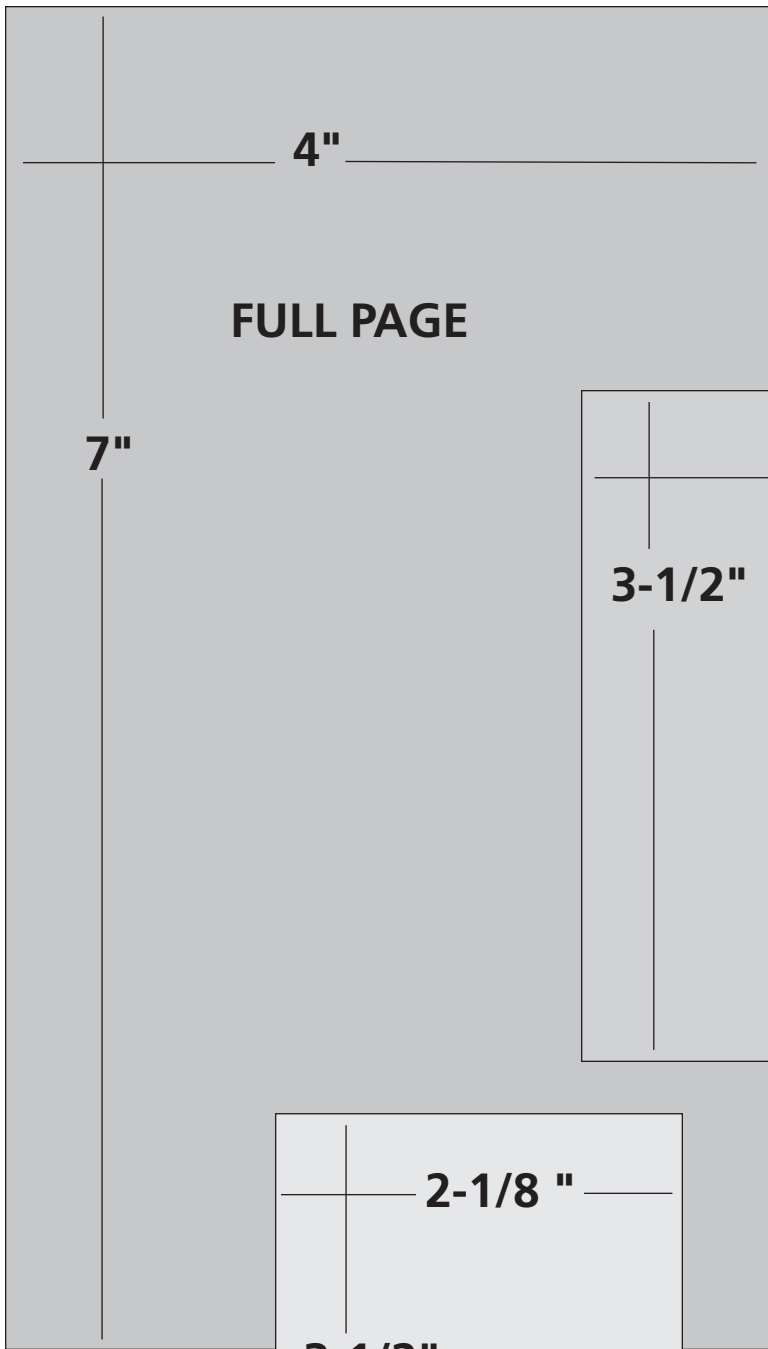
CONTACT PERSON: _____

Please check correct ad size: Full Half Quarter B&W COLOR

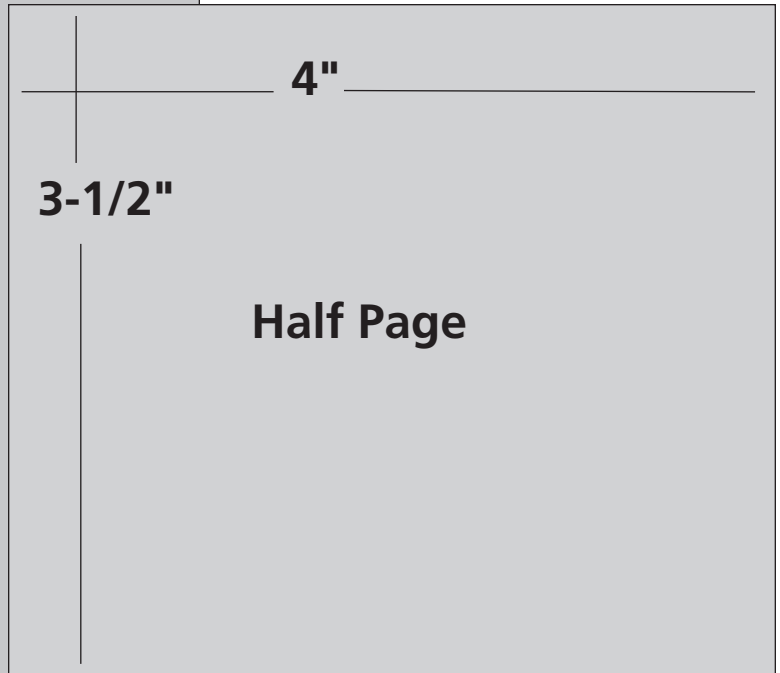
Ad Cost: _____

Less 15% (if prepaid before May 12): _____

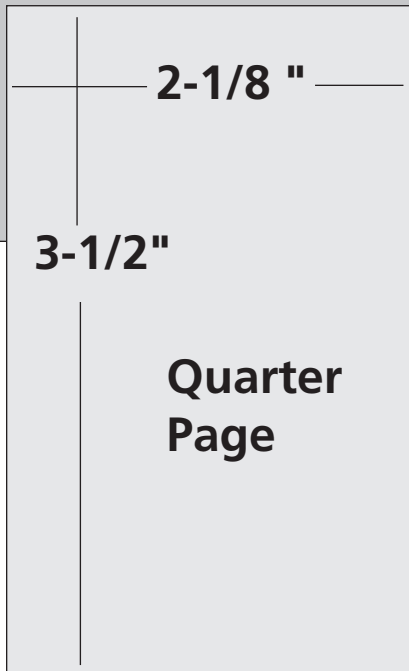
**New Century Theatre
Program Ad
Dimension reference
chart**



FULL PAGE



Half Page



**Quarter
Page**