



**2008 ADVERTISERS RATE SHEET**

**Save 15% on all rates if pre-paid by May 16!**

**Three VERY Smart Reasons to Advertise with NCT in 2008:**

1. Our 2008 rates will remain unchanged. Pre-pay your ad in full by May 16 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. In an uncertain economy, people LOVE to laugh. This summer, with three comedies on tap, NCT has the perfect tonic. What better environment to introduce your business to a smart crowd that supports our local economy.

Contact Joan Hornbuckle today to reserve ad space in our 2008 playbill.

AD SIZE	DIMENSIONS	B&W	FULL COLOR!
1/4 Page	2-1/8" Wide x 3-1/2" Deep	\$225	\$395
1/2 Page	4" Wide x 3-1/2" Deep	\$350	\$595
Full Page	4" Wide x 7" Deep	\$475	\$795
Back cover*	4" Wide x 7" Deep		<del>\$850</del>

\* 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](mailto:playbill@newcenturytheatre.org)**

**Getting your ad artwork to us:** Most advertisers just email us their ad. You can send it to: [playbill@newcenturytheatre.org](mailto: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 16):** \_\_\_\_\_