



## 2012 Playbill Advertising Contract & Invoice

Client: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
 \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Ad size \_\_\_\_\_ Horizontal \_\_\_\_\_ Vertical \_\_\_\_\_  
 Materials Instructions: \_\_\_\_\_ New Digital Ready \_\_\_\_\_  
 Repeat my ad from last year \_\_\_\_\_ Copy enclosed \_\_\_\_\_  
 Payment enclosed \_\_\_\_\_ Signed \_\_\_\_\_

**Payment and Copy must be received no later than Feb 10th, 2012**

### 2012 Playbill Rate Schedule

<i>Ad Size</i>	<i>Dimension</i>	<i>Pay by <u>Jan 20th</u></i>	<i>Pay by <u>Feb 10th</u></i>
Full Page	4 ½ x 7 ½	<b>\$700</b>	\$750
Half Page ( <i>Horizontal</i> )	4 ½ x 3 ¾	<b>\$400</b>	\$425
Half Page ( <i>Vertical</i> )	2 ¼ x 7 ½	<b>\$400</b>	\$425
Quarter Page ( <i>Hor</i> )	4 ½ x 1 <sup>7/8</sup>	<b>\$275</b>	\$300
Quarter Page ( <i>Ver</i> )	2 ¼ x 3 ¾	<b>\$275</b>	\$300
Eighth Page ( <i>Hor</i> )	4 ½ x 1 <sup>7/8</sup>	<b>\$175</b>	\$200
Eighth Page ( <i>Ver</i> )	2 ¼ x 1 <sup>7/8</sup>	<b>\$175</b>	\$200

Signed \_\_\_\_\_ Date \_\_\_\_\_

Please submit to:  
**Ivoryton Playhouse Foundation Inc., P.O. Box 458, Ivoryton, CT 06442**  
 For information, call: (860) 767-9520 Fax: (860) 767-5041  
 Email: [dianem@ivorytonplayhouse.org](mailto:dianem@ivorytonplayhouse.org)