



20th Anniversary Season

2010 ADVERTISERS RATE SHEET

Save 15% on all rates if pre-paid by May 14!

Three VERY Smart Reasons to Advertise with NCT in 2010:

1. Pre-pay your ad in full by May 14 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 2009 topped 8,000. This summer, 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 2009 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	\$435
<i>1/2 Page</i>	<i>4" Wide x 3-1/2" Deep</i>	\$385	\$655
<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: _____

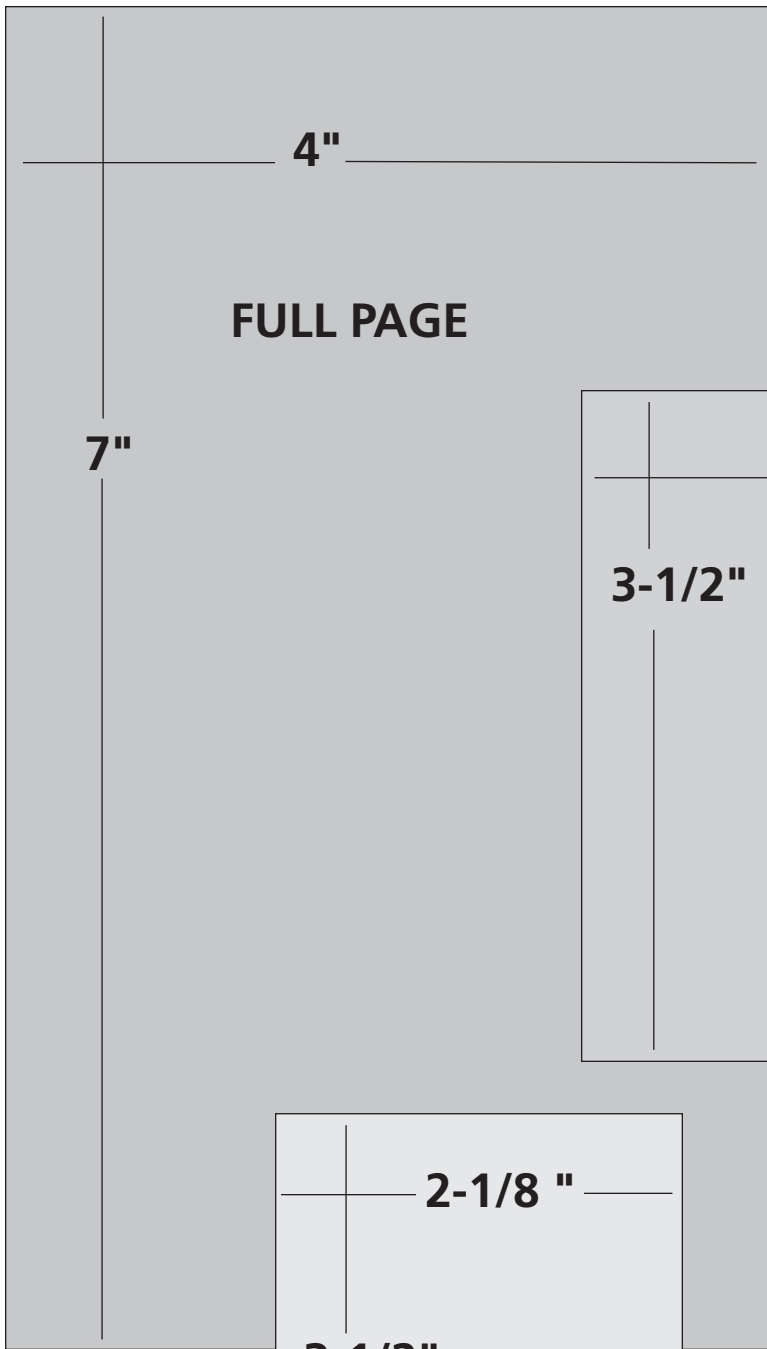
CONTACT PERSON: _____

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

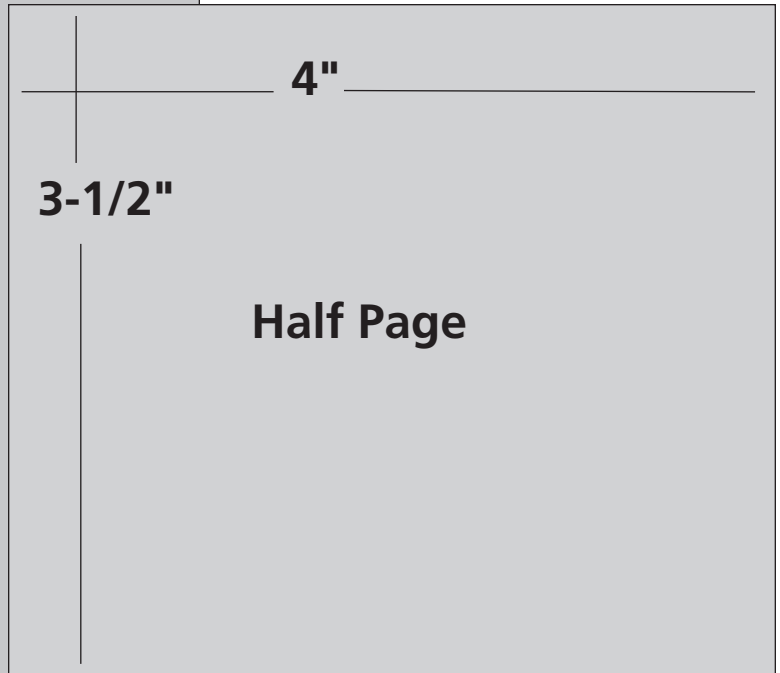
Ad Cost: _____

Less 15% (if prepaid before May 14): _____

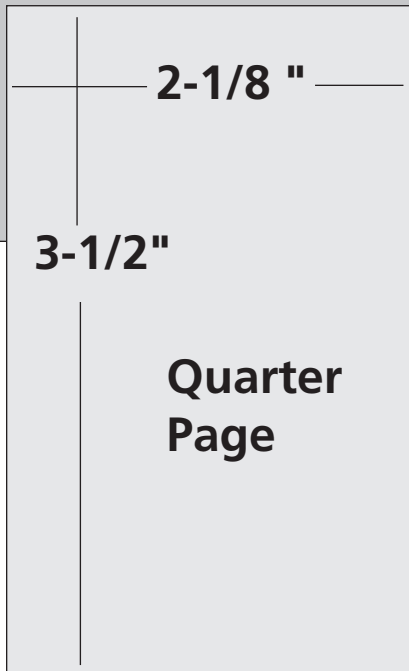
**New Century Theatre
Program Ad
Dimension reference
chart**



FULL PAGE



Half Page



**Quarter
Page**