

# RYDE's 2015 Playbill Advertising Order

## The Nutcracker

Junior Company Performances at North Rockland HS: December 4, 5, & 6, 2015

Ensemble Performances at SUNY Rockland Community College: December 11, 12 & 13, 2015

quantity	ADVERTISING RATES for 2015 Playbill	amount enclosed
( )	Patron (line listing: 60 characters)	\$ 25.00 \$ _____
( )	1/8 page- (business card size)	\$ 50.00 \$ _____
( )	1/4 page- horiz: 5 in. wide x 2 in. high (or) vert: 2.5 in. wide x 4 in. high	\$ 75.00 \$ _____
( )	1/2 page- 5 in. wide x 4 in. high	\$ 135.00 \$ _____
( )	Full page- 5 in. wide x 8 in. high	\$ 200.00 \$ _____
( )	Inside Front Cover - full page size	\$ 300.00 \$ _____
( )	Inside Back Cover - full page size	\$ 300.00 \$ _____
( )	Back Cover- full page size	\$ 400.00 \$ _____

### AD DEADLINE: Thursday, October 19th, 2015 (no exceptions)

1. A \$25 Line listing must be limited to 60 characters including spaces and punctuation.  
If you exceed 60 characters you will be charged for the next size ad (\$50).
2. Attached is an Ad Template, which will assist you in preparing your "Camera Ready" ad. "Camera Ready" means that what you submit must be an EXACT replica of the ad as you wish it to appear in the Playbill.
  - The ad must fit within the borders of the space as indicated on the template. The template is provided for you to use as a guide. Please DO NOT paste your ad to the template itself. If you are submitting your ad to be scanned, please use a separate, clean, page.
  - Handwritten ads will be typeset at the discretion of the editor, unless otherwise specified by the advertiser.
  - Patron Line Listings will be typeset by our editor for conformity.
3. How to Submit Your Ad: Please submit your ad as a digital file on a CD, DVD or flash drive or as an email attachment sent to rydeplaybill@gmail.com. Your ad should be saved as a .jpg, .tif, or .pdf image file, with a resolution of 300 ppi or greater. PDF is preferred and works BEST.  
[Note: Due to font variability, we cannot guarantee exact reproduction of Word, Publisher, or Pages files. We will do our best to match fonts as closely as possible.] We can no longer accept ads created in PowerPoint or Excel.

Please write your name on the disk or drive, and include a printed copy of the ad for reference. If submitting by email, please include the printed copy with your payment form. Media will not be returned.

Save your electronic file with your name or the student name and ad size in the file name.

Example: *marysunshine\_halfpage\_ad.pdf*. ("Playbill\_ad.pdf" can be confusing when there are several of them with that name.)

- For more information about electronic file formats and requirements, please contact the editor at [rydeplaybill@gmail.com](mailto:rydeplaybill@gmail.com)

Note: If you are unable to provide a digital version of your ad, you may submit a paper copy for scanning. There is an additional \$5.00 charge for scanning and formatting of paper ads. This does NOT apply to Patron Line listings or actual business cards submitted for scanning.

Student Name \_\_\_\_\_ Telephone \_\_\_\_\_

Advertiser \_\_\_\_\_

Checks made payable to RYDE and submitted along with this form & a printed copy of your ad to:

RYDE Playbill Advertising  
P.O. Box 843  
Nanuet, NY 10954

*Thank You!*