

RYDE's 2014 Playbill Advertising Order

The Nutcracker

Junior Company Performances at North Rockland HS: December 5, 6, & 7, 2014

Ensemble Performances at SUNY Rockland Community College: December 12, 13 & 14, 2014

quantity	ADVERTISING RATES for 2014 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 16th, 2014 (no exceptions)

IMPORTANT INFORMATION

1. A \$25 Line listing must be limited to 60 characters including spaces and punctuation.
If you exceed "60" 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.
The ad must fit within the borders of the space as indicated on the template. "Camera Ready" means that what you submit must be an EXACT replica of the ad as you wish it to appear in the Playbill.
 - 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 Pages, or Publisher files. We will do our best to match fonts as closely as possible.] We strongly recommend that you DO NOT create your ad 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.)
 - For more information about electronic file formats and requirements, please contact the editor at 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.

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!