



MILTON HIGH SCHOOL THEATRE PLAYBILL ADS



Ad Sales Program: Sell ads and offset your Program and Production Fees

Students have the opportunity to sell ads for our playbills. For every ad sold the student will receive a \$25 credit that will be applied to their program fee, travel expenses, production fee, etc. This is a great project to work on over the summer. By selling five ads you can completely waive your \$125 program fee which is due the first week of school! Ads will run in the playbills for each of our four major productions. The ad will be printed in approximately 8,500 playbills this year.

IMPORTANT: Students must complete a 3 Step Process or they will not receive credit for the sale.

It is the student's responsibility to:

1. Sell the ad (to other businesses not already represented in the playbill)
2. Ensure payment is made either by collecting it themselves and turning it in, or following up with the purchaser to confirm payment has been sent
3. Ensure ad is turned in **at least three weeks prior to** first show (or playbill of the upcoming show) with proper formatting, size resolution etc.

Note: You may offer MASK assistance in designing the ad for a small fee, however, it is the student's responsibility to manage that process. If you have any questions regarding this program or wish to coordinate design help, please contact MASK Vice President Kristen Smith at kri8@comcast.net.

Page two of this attachment has all of the information regarding the ad sales and page three has the form for the customer to complete and send in with payment. You should make copies of these forms if you plan on visiting more than one business.



MILTON HIGH SCHOOL THEATRE PLAYBILL ADS



Please consider supporting the Milton Theatre program by purchasing an ad in our playbill. Your ad will run in the playbills for each of our four major productions, including our spring musical and our annual Cirque show. Your ad will be printed in approximately 8,500 playbills this year. We receive no budget from the school or from Fulton County. Funding for our shows comes entirely from donations, class fees, and our critically important fundraising efforts. Monies raised will be used for costumes, props, equipment, new Cirque apparatus, playbills, posters, etc.

Our playbills are produced with high quality printing and paper stock.

SIZES:

Full Page 4.5"W x 7.5"H

Half Page 4.5" W x 3.5"H

COSTS:

Full Page Black & White	\$225.00
Half Page Black & White	\$150.00
Full Page Color Ad - Back Cover	\$500.00
Full Page Color Ad – Inside Front or Back Cover	\$450.00
Full Page Color Ad	\$350.00

FILE FORMAT:

- JPEG GrayScale (200-300)
- PDF with all fonts embedded
- TIF Grayscale

ARTWORK:

Artwork must be ready to publish. Send your completed ad as a high resolution file to Playbill Editor, Kelly Brown at Teambrown6@gmail.com, or 14015 Haystack Lane, Milton, GA 30004. **If you need help with designing or layout there will be an additional creative services charge (minimum of \$30).**

QUESTIONS/CONTACT INFO:

Please contact Stephanie Owens, randsowens@comcast.net.



MILTON HIGH SCHOOL THEATRE PLAYBILL ADS



PAYMENT INFORMATION:

Payment is due at the time of sale. Please make checks payable to: MASK (Milton Actors Support Krew). Please complete this contract and return with payment to MASK Treasurer Nance Fuchs 16315 New Bull Pen Road, Alpharetta, GA 30004.

Sponsor's (Purchaser's) Name _____

Email _____ Phone _____

Full Page _____ Half Page _____ Color _____ Black & White _____

Specialty Ad Position (Back Cover, Inside Front Cover, etc) _____
(please have student rep check for position availability)

Design Fee (Optional) \$ _____

Total Due: \$ _____ Please make all checks payable to MASK

Student's Name _____

Cell _____

Special Notes: