



## MILTON HIGH SCHOOL THEATRE PLAYBILL ADS 2018-19



### **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 \$30 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 7 ads you can completely waive your \$200 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. (apprx. due 9/1 to be in first Playbill).

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.



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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	\$300.00
Half Page Black & White	\$200.00
Full Page Color Ad - Back Cover	\$700.00
Full Page Color Ad – Inside Front or Back Cover	\$500.00
Full Page Color Ad	\$400.00

### FILE FORMAT:

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

### QUESTIONS/CONTACT INFO: ARTWORK:

Artwork must be ready to publish. All artwork must have a 1/8" plain white border around ad for submission. No ad can go off the page or bleed. Send your completed ad as a high resolution file to [Miltonmaskmarketing@gmail.com](mailto:Miltonmaskmarketing@gmail.com). **If you need assistance designing or layout email [expresscps@hotmail.com](mailto:expresscps@hotmail.com) with your request letting them know your ad is for the MILTON PLAYBILL. There will be a nominal fee to Express Copies, not affiliated with MASK/**



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**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 Co-Treasurer Amy VanderLugt 225 Dania Drive , Alpharetta, GA 30009.

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)

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

Student's Name \_\_\_\_\_

Cell \_\_\_\_\_

Special Notes: