

WILLIAMSTOWN THEATRE FESTIVAL

2010 PROGRAM AD INSERTION ORDER

PLEASE PRINT OR TYPE:

Advertiser/Business Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Email _____

Signature _____ Date _____

Ad Size _____

Same ad as 2009? Yes No

Ad Cost \$ _____

PAYMENT Check Check Payable to WTF

WTF Design Fee \$ _____ (\$75)

AMEX/MC/Visa _____

TOTAL \$ _____

Exp. Date _____

CAMERA-READY ART/DIGITAL FILES AND PAYMENT DUE BY FRIDAY, MAY 28, 2010!

Sizes Available (Circle One)	Dimensions		B/W	COLOR	DISCOUNT PRICE IF PAID BY 4/5/10	
					B/W	COLOR
Eighth Page	3 3/4" w x 2 1/2" h		\$350	N/A	\$325	N/A
Quarter Page	3 3/4" w x 5" h OR 7 1/2" w x 2 1/2" h		\$650	N/A	\$625	N/A
Half Page	3 3/4" w x 10" h OR 7 1/2" w x 5" h		\$1,100	\$1,300	\$975	\$1,100
Full Page	7 1/2" w x 10" h		\$1,800	\$2,300	\$1,650	\$2,175
Inside Back Cover	7 1/2" w x 10" h	One Spot Only!	NA	\$4,000	NA	
Inside Front Cover	7 1/2" w x 10" h	One Spot Only!	NA	\$5,000	NA	
Back Cover	7 1/2" w x 10" h	One Spot Only!	NA	\$7,500	NA	
Opposite show title page	7 1/2" w x 10" h	One Spot Only!	NA	\$2,700	NA	

Need some help creating your ad? WTF can produce it for \$75.

SPECIFICS:

- * Our program is printed by offset process with no bleeds using a 150-line screen.
- * If using 'hard' copy, it must be camera-ready as mechanicals or stats (110-line screen) or negatives (150-line screen.)
- * Ads may be submitted in Photoshop, Pagemaker 7, or in PDF format with all fonts embedded. Color ads must be converted to CMYK. PLEASE include a hard copy.
- * Quark Express ads must be submitted in a PDF file with fonts embedded.

This insertion order will serve as your only invoice. Please keep a copy for your records.

Please return this contract, ad art, and payment to

Program Ad Sales
Williamstown Theatre Festival
84 Spring Street, PO Box 517
Williamstown, MA 01267

or Fax to 413-597-4962

QUESTIONS? CONTACT LISA BENDER AT 413-597-3383 or lbender@wtfestival.org