

# Northern Sky Theater

## 2016 - Playbill Advertising Contract



NORTHERN SKY  
theater

**- CONTRACT & FULL PAYMENT DUE DECEMBER 7, 2015 FOR DISCOUNT -**  
**- ARTWORK DUE MARCH 4, 2016 - FINAL PAYMENT DUE APRIL 8, 2016 -**



Business Name \_\_\_\_\_  
(As you want it to appear in Playbill)  
Contact Person \_\_\_\_\_ Phone \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Website \_\_\_\_\_

**Email artwork to Ann Birnschein at [ann@northernskytheater.com](mailto:ann@northernskytheater.com)**

We Prefer PDF Files - All Fonts Embedded and Exact Ad Sizes (see back).

Ad Files Must Be Mac Compatible and in Adobe Acrobat, InDesign, Photoshop, or Illustrator file formats.

### AD CHECK LIST:

- |  |   |
|--|---|
| <input type="checkbox"/> Use my ad from last year ... NO OTHER CHANGES |   |
| <input type="checkbox"/> I have emailed my new B&W artwork.            |   |
| <input type="checkbox"/> I have emailed my new COLOR artwork.          |   |
| <input type="checkbox"/> <b>Black &amp; White (B&amp;W) Ad</b>         | <input type="checkbox"/> <b>Color Ad</b>                  |
| <input type="checkbox"/> <b>Color Ad – Paid by 12/7/15</b>             | Payment AFTER 12/7/15                                     |
| <input type="checkbox"/> Full Page \$1,100                             | <input type="checkbox"/> Full Page \$1,220                |
| <input type="checkbox"/> 1/2 Page \$600                                | <input type="checkbox"/> 1/2 Page \$690                   |
| <input type="checkbox"/> 1/3 Page \$450                                | <input type="checkbox"/> 1/3 Page \$520                   |
| <input type="checkbox"/> 1/4 Page \$330                                | <input type="checkbox"/> 1/4 Page \$400                   |
| <input type="checkbox"/> 1/6 Page \$260                                | <input type="checkbox"/> 1/6 Page \$310                   |
|  | <input type="checkbox"/> Premium Ad<br>(3 Spots See Back) |

**See Reverse Side For Ad Sizes & Specifications**

### Payment ON or BEFORE 12/07/2015

Total Cost of Ad: \_\_\_\_\_

### Payment AFTER 12/07/2015

Color Ad: \_\_\_\_\_

Black & White (B&W) Ad: \_\_\_\_\_

Balance Due (if any): \_\_\_\_\_

I hereby authorize the insertion of our business advertisement in the 2016 Northern Sky playbill.

Advertiser \_\_\_\_\_  
(signature)

Date \_\_\_\_\_

### PAYMENT METHOD:

- ☐ Check enclosed payable to Northern Sky
- ☐ Please charge \$ \_\_\_\_\_  
for my ad to my ☐ Visa or ☐ MasterCard  
(If payment plan is desired,  
50% will be charged now & 50% on April 8th.)
- Card # \_\_\_\_\_
- Exp. \_\_\_\_\_ Zip Code (billing) \_\_\_\_\_
- Signature \_\_\_\_\_

### CONTRACT TERMS:

1. Final payment must be received no later than April 8 for inclusion in the playbill.
2. Northern Sky will distribute playbills at all performances, June 2016 – October 2016.
3. Advertisers will receive 2 complimentary tickets for Northern Sky's summer season.
4. Northern Sky reserves the right to refuse any advertisement deemed inappropriate by the Board of Directors.
5. Additional fees will be charged to the advertiser if submitted ad is not in correct format or significant changes are needed.
6. Contracts received without signature and/or payment may be returned.  
Ads may not be accepted without a signed contract and payment.

### QUESTIONS?

Contact Holly at 920-854-6117 x105 or [holly@northernskytheater.com](mailto:holly@northernskytheater.com)

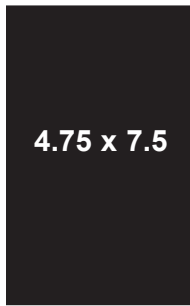
### OFFICE USE ONLY:

\$ PAID \_\_\_\_\_ \$ DUE \_\_\_\_\_ AD \_\_\_\_\_

## NEW AD SIZE AND DIMENSION CHOICES

### SPECIAL DISCOUNT FOR COLOR ADVERTISERS

Submit this contract + full payment by 12/7/14 and receive B&W Pricing



Full page

☐ \$1,110 B&W

☐ \$1,220 Color



1/2 page

☐ \$600 B&W

☐ \$690 Color



1/2 page

☐ \$600 B&W

☐ \$690 Color



1/3 page

☐ \$450 B&W

☐ \$520 Color



1/3 page

☐ \$450 B&W

☐ \$520 Color



1/4 page

☐ \$330 B&W

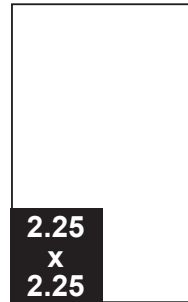
☐ \$400 Color



1/4 page

☐ \$330 B&W

☐ \$400 Color



1/6 page

☐ \$260 B&W

☐ \$310 Color

### Artwork Deadline: March 4, 2016

Required Formats:

Resolution = 300 dpi

Preferred Format:

Print Quality PDF with no crop marks  
or Adobe InDesign CS5 or lower with  
supporting images and fonts.

Accepted Formats:

Adobe Illustrator CS5 or lower, Adobe  
Photoshop CS5 or lower PDF, JPEG, PSD,  
TIFF, EPS. All fonts & images must be  
included. *Do NOT send Microsoft Publisher,  
Word, PowerPoint or QuarkXPress documents.*

Color Ads must be in CMYK.  
Do NOT include Spot Colors nor RGB colors.

#### Ad Questions?

Contact Ann Birnschein 920-854-6117 x104 or  
ann@northernskytheater.com.

#### Email Artwork to:

ann@northernskytheater.com

#### ARTWORK / DESIGNER INFO:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Ad Sent: ☐ Email ☐ Mail ☐ In-Person

## FULL PAGE PREMIUM COLOR AD SPACE

By 12/7/2015

☐ Back Cover \$1,240

☐ Inside Front Cover \$1,180

☐ Inside Back Cover \$1,180

After 12/7/2015

☐ Back Cover \$1,360

☐ Inside Front Cover \$1,300

☐ Inside Back Cover \$1,300

### FREE Ad Partner Web Link:

☐ I would like my website linked from the Northern Sky website. Please email up to 20 words of descriptive copy for your  
weblink to ann@northernskytheater.com ☐ Use descriptive copy from last year.

Website: \_\_\_\_\_ ☐ Use Logo from our ad. ☐ Use Logo emailed.

Questions? Please call Holly Feldman at the Northern Sky office: 920-854-6117 x105

You may pay in full or send 50% payment now, and 50% no later than April 8, 2016 payable to Northern Sky Theater.

Please make a copy for your records and send this contract with your hard copy or digital copy of ad to:

Northern Sky Theater  
PO Box 273 • Fish Creek, WI 54212

Street Address For FedEx or UPS: 10351 Bella Vista Lane, Unit G, Ephraim, WI 54211

SEND ARTWORK TO: Ann Birnschein at ann@northernskytheater.com