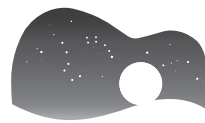


# Northern Sky Theater

2019 - Playbill Advertising Contract



NORTHERN SKY  
theater

**- CONTRACT & FULL PAYMENT DUE DECEMBER 12, 2018 FOR DISCOUNT -**  
**- ARTWORK & FINAL PAYMENT DUE APRIL 10, 2019 -**



Business Name \_\_\_\_\_  
(As you want it to appear in Playbill)

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

E-mail Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_  I'm interested in 2019 Show Sponsorships.

**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:

- Use my ad from last year ... NO OTHER CHANGES
- I have emailed my new artwork (color or b/w accepted).

### Paid by 12/12/18

- Full Page \$1,100
- 1/2 Page \$620
- 1/3 Page \$470
- 1/4 Page \$360
- 1/6 Page \$290
- Premium Ad  
(5 Spots See Back)

### Paid AFTER 12/12/18

- Full Page \$1,220
- 1/2 Page \$690
- 1/3 Page \$520
- 1/4 Page \$400
- 1/6 Page \$320
- Premium Ad  
(5 Spots See Back)

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

## CONTRACT TERMS:

1. Final payment must be received no later than May 1st for inclusion in the playbill.
2. Northern Sky will distribute playbills at all performances, June 2019 – October 2019.
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 Ann at 920-854-6117 x104 or [ann@northernskytheater.com](mailto:ann@northernskytheater.com)

### Payment ON or BEFORE 12/12/2018

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

### Payment AFTER 12/12/2018

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

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

I hereby authorize the insertion of our business advertisement in the 2019 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 10th.)
- Card # \_\_\_\_\_
- Exp. \_\_\_\_ CVC # \_\_\_\_ Zip(billing) \_\_\_\_\_
- Signature \_\_\_\_\_

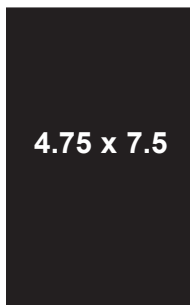
## OFFICE USE ONLY:

\$ PAID \_\_\_\_\_ \$ DUE \_\_\_\_\_ INV # \_\_\_\_\_

## AD SIZE AND DIMENSION CHOICES

### SPECIAL DISCOUNT FOR EARLY BIRD ADVERTISERS

Submit this contract + full payment by 12/12/18 and receive a discount



4.75 x 7.5

Full pg

\$1,110 Discount

\$1,220 Regular



4.75 x 3.75

1/2 pg hz

\$620 Discount

\$690 Regular

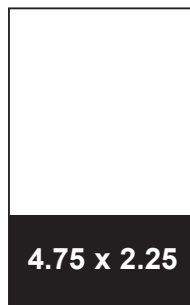


2.25  
x  
7.5

1/2 pg vt

\$620 Discount

\$690 Regular



4.75 x 2.25

1/3 pg hz

\$470 Discount

\$520 Regular

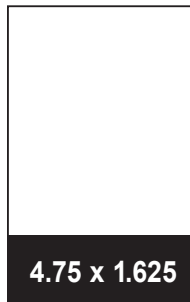


2.25  
x  
4.75

1/3 pg vt

\$470 Discount

\$520 Regular



4.75 x 1.625

1/4 pg hz

\$360 Discount

\$400 Regular

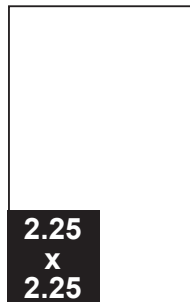


2.25  
x  
3.625

1/4 pg vt

\$360 Discount

\$400 Regular



2.25  
x  
2.25

1/6 pg

\$290 Discount

\$320 Regular

### Artwork Deadline:

**April 10, 2019**

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](mailto:ann@northernskytheater.com).

#### Email Artwork to:

[ann@northernskytheater.com](mailto:ann@northernskytheater.com)

#### ARTWORK / DESIGNER INFO:

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

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

Ad Sent:  Email  Mail  In-Person

## FULL PAGE PREMIUM AD SPACE

**By 12/12**    Back \$1,240    Inside Front \$1,180    Inside Back \$1,180    Facing Inside Fr/Bk \$1,180

**After 12/12**    Back \$1,360    Inside Front \$1,300    Inside Back \$1,300    Facing Inside Fr/Bk \$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](mailto:ann@northernskytheater.com)    Use descriptive copy from last year.

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

Questions? Please call Ann Birnschein at the Northern Sky office: 920-854-6117 x104

You may pay in full or send 50% payment now, and 50% no later than April 10, 2019 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](mailto:ann@northernskytheater.com)**