



Theatre Program Ads Specs and Price Sheet

Ad Deadline December 15, 2017

Playbill Ads are a fun and meaningful way to thank friends or family or to recognize a special cast or crew member. They are also a great way for businesses to advertise and reach thousands of attendees. Three different ad sizes and priority placement are included with certain sponsor levels, (see www.LHHSTheatre.org). Sponsors will also receive tickets, and be recognized in the playbill and via social media leading up to the event.

All ads MUST be turned in as camera ready copy or e-mailed directly to lhhstheatre1@gmail.com. You will receive a confirmation that your ad was received within 2 days after you send it. If you do not receive a confirmation email please contact either Erin Kane at erin.kane@risd.org, or Kay Shelton at 972/467/2348 or tomandkays@sbcglobal.net.

When you email the ad please make sure:

- Name and Ad size are in the SUBJECT line of the email
- Ad is in common format (jpeg, tiff, png, pdf) – see page 2 for ad specs

You may pay on-line at www.LHHSTheatre.org or mail your check in directly to LHHS Theatre, c/o Kay Shelton 9221 Moss Trail, Dallas, TX 75231. Please make checks payable to: LHHS Theatre Booster Club.

Ad Size/Placement	Approximate Width x Height	Cost	Sponsorship Level
Full Page Back Cover – SOLD	5" x 7.5"	\$750	Platinum
Full Page Priority - SOLD	5" x 7.5"	\$500	Gold
Full Page	5" x 7.5"	\$300	Silver
½ Page	5" x 3.75"	\$200	Bronze
¼ Page	2.5" x 3.75"	\$100	Sustainer

Playbill High Resolution Ad/Photo Specifications

1/4 Page Ad
Approx 2.5 x 3.75 inches

1020 x 1548 pixels
300 dpi 3.4 x 5.16 inches

Full Page Ad
Approx 5 x 7.5 inches

2120 x 3176 pixels
300 dpi 7.067 x 10.587 inches

BACK COVER ONLY
2120 x 3520
300 dpi 7.067 x 11.733 inches

1/2 Page Ad
Approx 5 x 3.75 inches

2120 x 1548 pixels
300 dpi 7.067 x 5.16 inches)