



Theatre Playbill Ads Specs and Price Sheet

Ad Deadline December 17, 2018

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 the back cover are available, (see www.LHHSTheatre.org). Sponsors will also receive tickets, and be recognized at the event and via social media leading up to the event.

All ads are full color and MUST be turned in as camera ready copy or e-mailed directly to lhstheatre1@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 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) –ad specs

You may pay at www.LHHSTheatre.org or mail check 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	Ad Specifications	Cost	Sponsorship Level
Back Cover	Width: 2120 pixels (7.067 inches, 300 dpi) Height: 3520 pixels (11.733 inches, 300 dpi)	\$500	Gold
Full Page	Width: 2120 pixels (7.067 inches, 300 dpi) Height: 3176 pixels (10.587 inches, 300 dpi)	\$300	Silver
½ Page	Width: 2120 pixels (7.067 inches, 300 dpi) Height: 1548 pixels (5.16 inches, 300 dpi)	\$200	Bronze
¼ Page	Width: 1020 pixels (3.4 inches, 300 dpi) Height: 1548 pixels (5.16 inches, 300 dpi)	\$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)