



Thank you for your interest in advertising in the 2017 Heritage Theatre Festival Playbill. We produce a single playbill for the full summer season and distribute it at all performances and events throughout our six-week season, including sponsor receptions, public performances, and youth outreach activities. Approximately 14,000 Heritage patrons, donors, sponsors, and company members will see your ad, which will run from late June through early August. The Heritage Playbill is the ideal place to get your message to a wide variety of generous theatre patrons, local arts lovers, and visitors to our area!

**New this year is all ads will be in full color and the playbill will be posted on our website.**

Our 2017 advertising rates are as follows:

<b>Ad Size</b>	<b>Dimensions</b>	<b>Cost</b>
¼ page vertical	2 3/8" wide X 3 ¾" high	\$450
½ page vertical	2 3/8" wide X 7 ½" high	\$550
½ page horizontal	4 ¾" wide X 3 ¾" high	\$550
Full page	4 ¾" wide X 7 ½" high	\$700

All ads are color, no bleeds. HTF accepts only digital ad submissions.

The following formats are accepted:

1. PDF: must be print-ready, 300 dpi minimum, all fonts and images embedded, CMYK (all spot colors converted to 4 color).
2. Illustrator eps files: fonts must be outlined, images embedded, CMYK (all spot colors converted to 4 color).
3. Photoshop eps files: 300 dpi minimum, flattened, CMYK.

**Artwork is due by May 17, 2017**

For more information or to reserve your space,  
please contact Judy McPeak at [judym@virginia.edu](mailto:judym@virginia.edu) or 434.924.8137.