

Heritage Theatre Festival at UVA Drama

By this agreement, _____ agrees to purchase
Company Name
space in the 2017 Heritage Theatre Festival Playbill as indicated below, by checking the appropriate size.

NOTE: All ads are color, no bleeds.

Ad Size	Dimensions	Cost
<input type="checkbox"/> Full Page	4-3/4" X 7 1/2"	\$700
<input type="checkbox"/> Half Page – vertical	2 3/8" wide X 7 1/2" high	\$550
<input type="checkbox"/> Half Page – horizontal	4 3/4" wide X 3 3/4" high	\$550
<input type="checkbox"/> Quarter Page – vertical	2 3/8" wide X 3 3/4" high	\$450

Advertiser agrees to supply HTF with its advertisement as an electronic file, according to the requirements listed below. This agreement must be returned within seven days of receipt to guarantee space in the playbill. The artwork must be received by May 17, 2017.

Heritage Theatre Festival agrees to allocate space in the playbill as indicated above and to give a copy of the printed playbill to each patron at every performance during the season.

Terms: NET upon invoice. Invoices will be sent in mid-July. NO COMMISSIONS.

Judy McPeak for HTF
434-924-8137

Signature for the Advertiser

Name

Address

City, State, Zip

Phone

Email

Date

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.

If you are unable to provide a digital version of your ad, HTF will scan a print copy for an additional fee.

Submit ads by email to judym@virginia.edu.