



**2016/17  
44th Season  
PROGRAM  
ADVERTISING**

3333 Petaluma Blvd. North  
Petaluma, CA 94952  
Phone 707-763-8920  
www.cinnabartheater.org

**GET A 10% DISCOUNT  
BY DOING ONE OF  
THE FOLLOWING:**

**Become a Cinnabar donor**  
at the level of \$1000 or more.

**Pay Now ...**  
at the time of your ad purchase.

**Plus!** Our advertisers receive 2  
complimentary tickets to the show  
of your choice.

DEADLINES
SPACE RESERVATION: Friday, July 1, 2016
ARTWORK DUE: Friday, July 29, 2016 (including contract and full payment)
PUBLICATIONS: First publication Sept 2 Total publications: 9
CIRCULATION: 12,000 programs are distributed at concerts, operas, dramas and youth programs from September through June.
INSTRUCTIONS FOR AD PREPARATION
<ol style="list-style-type: none"> <li>1. Please submit your ad as a PDF created at print resolution (300dpi), all fonts embedded. Pre-Flight your file within Acrobat. Please create all files in a bona fide publishing program. Ads created in Word or Publisher are not acceptable.</li> <li>2. Title your file with the name of the advertiser. Please include the name, daytime phone number and email address of the person creating your ad.</li> <li>3. Email to: elly@cinnabartheater.org</li> <li>4. For files too large to email (larger than 12MB), submit on disc or flash drive to: Elly Lichenstein, Cinnabar Theater, 3333 Petaluma Blvd. North, Petaluma, CA 94952</li> <li>5. Digital ads that do not meet the specifications and require additional handling may incur additional charges of \$85 per hour.</li> <li>6. If you have technical questions regarding these specifications, call Elly at 707.763.8920.</li> </ol>

PROGRAM AD SIZES AND RATES		
AD SIZE	COLOR	BW
<b>1/4 Page</b> 4.75" w X 1.8125" h	\$500	\$400
<b>1/2 Page</b> 4.75" w X 3.75" h	\$750	\$650
<b>Full Page</b> 4.75" w X 7.75" h (no bleed) 6.25" w X 9.25" h (with bleed)	\$925	\$850
<b>Inside Front Cover</b> 4.75" w X 7.75" h (no bleed) 6.25" w X 9.25" h (with bleed)	N/A	\$900
<b>Outside Cover</b> 6.25" w X 9.25" h (with bleed)	\$1,000	N/A
Trim size 5.5" X 8.5"		Bleed .75"

**Ad Space Contract**

AD SIZE \_\_\_\_\_ Color  BW

Will supply new electronic files  Use my ad from last year

TOTAL CHARGES: \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

STREET \_\_\_\_\_ CITY \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Payment may be made by check, or by VISA or MasterCard. Make checks to Cinnabar Arts Corporation.

MC/VISA# \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_