



Playbill Advertising Contract

- * **Reserve AD SPACE no later than August 15th, 2009**
Make full or partial payment now. We suggest a 50% deposit
- * **Send Ad Copy** by August 25th. See requirements below.
- * **This serves as your invoice/agreement.** Please make a copy to keep.

Please accept my advertising for the **2009-2010 Musical Theater Season (our 83rd continuous year!)** at Schenectady Light Opera Company. I understand my ad will be placed in the **FOUR** annual editions of the **SLOC Playbill**.

1 ADVERTISER/COMPANY NAME: _____
 STREET _____
 CITY _____ STATE _____ ZIP _____
 CONTACT PERSON _____ TITLE _____
 PHONE _____ FAX _____
 E-MAIL _____
 AUTHORIZED SIGNATURE _____ DATE _____

2 AD SIZE DESIRED Check here.	Ad MUST FIT within this SIZE box:	AD RATE, plus * SLOC Tickets free
<input type="checkbox"/> FULL PAGE, Outside Back Cover	4 1/2" W x 7 1/4" H	\$900 + 6 SLOC tickets
<input type="checkbox"/> FULL PAGE, Inside Back Cover	4 1/2" W x 7 1/4" H	\$750 + 4 SLOC tickets
<input type="checkbox"/> FULL PAGE, Inside Front Cover	4 1/2" W x 7 1/4" H	\$750 + 4 SLOC tickets
<input type="checkbox"/> FULL PAGE, Inside Title Page	4 1/2" W x 7 1/4" H	\$750 + 4 SLOC tickets
<input type="checkbox"/> FULL PAGE, Regular page placement	4 1/2" W x 7 1/4" H	\$600 + 4 SLOC tickets
<input type="checkbox"/> HALF PAGE	4 1/2" W x 3 1/2" H	\$450 + 2 SLOC tickets
<input type="checkbox"/> QUARTER PAGE, Horizontal	4 1/2" W x 1 3/4" H	\$300 + 2 SLOC tickets
<input type="checkbox"/> QUARTER PAGE, Vertical	2 1/2" W x 3 3/4" H	\$300 + 2 SLOC tickets
<input type="checkbox"/> EIGHTH PAGE,	2 1/8" W x 1 3/4" H	\$200

*When you advertise in our playbills, SLOC gives free tickets as a "thank you." But to receive your *free* tickets *you must make reservations*; call 1-877-350-7378 at least four weeks prior to a production you'd like to see at our 826 State Street (Schenectady) theater.

3 REPEAT my 2008-2009 AD. I am enclosing NEW COPY (Check AD SIZE above). Horizontal AD Vertical AD
 AD Copy to come (provide date – 5 day after placing ad) _____
 Camera-Ready Copy (preferred) is enclosed (artwork, text and business card). **DO NOT FAX OR XEROX ADS.**
 Mail artwork, text (do not fold) and business card, sandwiched between cardboard, in a suitable envelope, to SLOC's Advertising Campaign Manager at the address below.
 To submit ads digitally, please send to: harcy78@hotmail.com
 Special instructions _____
 Special requests for AD space are fulfilled on a first come, first served basis in the order in which a signed contract is received.

4 Make CHECK PAYABLE to:
Schenectady Light Opera Company

TOTAL DUE: \$ _____
AMOUNT PAID: \$ _____
 Your check # _____
BALANCE DUE: \$ _____
 (Balance due by August 30th, 2008)

5 MAIL this form, payment, all ad copy/artwork to:
SLOC, c/o Heather D'Arcy, 1049 Eastern Ave, Schenectady, NY 12308