



Proudly Presents Our

2017 Season

ADVERTISER: _____

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CITY/STATE/ZIP: _____

Attic Salesperson: _____

PLAYBILL ADVERTISING RATES

| ✓ | AD SIZE AND ORIENTATION | DIMENSIONS | COST |
|--------------------------|----------------------------|---------------------|-----------|
| <input type="checkbox"/> | 1/8 PAGE HORIZONTAL | 2.5" WIDE X 2" HIGH | \$ 80.00 |
| <input type="checkbox"/> | QUARTER PAGE -- VERTICAL | 2.5" WIDE X 4" HIGH | \$ 130.00 |
| <input type="checkbox"/> | QUARTER PAGE -- HORIZONTAL | 4" WIDE X 2.5" HIGH | \$ 130.00 |
| <input type="checkbox"/> | HALF PAGE HORIZONTAL | 5" WIDE X 4" HIGH | \$ 250.00 |
| <input type="checkbox"/> | FULL PAGE VERTICAL | 5' WIDE X 7" HIGH | \$ 500.00 |

ADVERTISER AGREES TO PROVIDE ONE OF THE FOLLOWING BY APRIL 15, 2017 (please check one):

- provide Attic with camera-ready copy
- provide high resolution logo and copy for compilation into advertisement

Advertiser agrees to:

- **No later than April 15, 2017**, email to attictheatre@gmail.com, a PDF, TIFF or EPS file that contains high resolution (min 300 dpi), CMYK or grayscale images with embedded or outlined fronts or a comparable logo and copy for Attic to format into an advertisement.
- Attic Theatre will determine ad placement in final publication.
- **Submit payment to: Attic Theatre, Inc., 2017 Playbill, P. O. Box 41, Appleton, WI 54912 no later than April 15, 2017.**
- All orders are subject to Attic Theatre's acceptance. Attic Theatre reserves the right to reject or cancel advertising for any reason, including any ad which, in the opinion of Attic Theatre, does not conform to the standards of the publication. All ads are accepted and published by Attic Theatre upon the presentation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. When ads containing names, pictures and/or testimonials of living persons are submitted for publication, the order or request for publication thereof shall be guaranteed by the advertiser and agency that they have obtained written consent for the use in the ad of the name, picture and/or testimonial of any living person contained therein.
- Attic Theatre works to ensure accuracy of all ads and shall not be liable for any damages, including consequential damages, if Attic Theatre fails to publish an ad or publishes an ad with errors and omissions.
- **To cancel order, submit cancellation in writing by May 1, 2017.**
- Questions: Call 920-734-7887 or email attictheatre@gmail.com

(please make a copy for your records)

SIZE OF FULL PAGE AD

Attic Theatre was founded in 1950 in the attic of the Cloak family home on North Union Street in Appleton, Wisconsin. What began as an acting class has become the longest running community theatre in the Fox Valley. In the early days, Attic performed in a variety of venues such as Jefferson School and local church basements. When Lawrence University opened the Music-Drama Center, Attic began its lengthy partnership with LU, employing both theaters during the summer months. Our newest venue, the beautiful UW-Fox Valley Communication Arts Center, affords the opportunity to produce a wider array of plays with greater audience appeal.

From simple beginnings, Attic has grown to produce hundreds of full-scale shows over a span of more than 65 years. In addition to a full summer season, Attic offers a popular children's weeklong day camp in June.

Each year, thousands of people participate in Attic Theatre on stage, backstage, as volunteers, or as audience members. Tickets sales exceed 3,000 annually. Attic truly does create excellent community theatre.

**SIZE OF AN
EIGHTH PAGE AD**

**SIZE OF A
QUARTER PAGE AD**
(vertical or horizontal)

**SIZE OF AN
EIGHTH PAGE AD**

SIZE OF A HALF PAGE AD