

CALIFORNIA REVELS PRESENTS “CHRISTMAS IN SCOTLAND”



10 PERFORMANCES in December 2017

Last year our audience totaled 7,000.

It is the Revels LAST YEAR at the

SCOTTISH RITE THEATRE on LAKE MERRITT!

Since it a farewell to the Scottish Rite, we expect a large audience, and the program will surely be a keepsake for many.

Our program is interactive—every audience member has to read it to follow along and to sing with us—so everyone there will see your ad.

The tickets are \$20-60, it is a family affair for all ages, so you know that our audience has taste, disposable income, and goes out for a good time!

**YOU RECEIVE 4 COMPLIMENTARY ADMISSIONS WITH YOUR AD.
WE’LL DESIGN YOUR AD FOR FREE.**

VIEW LAST YEAR’S PROGRAM BY CLICKING ON

http://californiarevels.org/wiki/media/website/california_revels_2016_program.pdf

We play on these dates and times:

- Opening Night! Friday December 9th, 8pm
- Saturday December 10th (2 shows) 1pm, 5pm
- Sunday December 11th (2 shows) 1pm, 5pm
- Friday December 16th 8pm
- Saturday December 17th (2 shows) 1pm, 5pm
- Sunday December 18th (2 shows) 1pm, 5pm

RATE SCHEDULE

SIZES	DIMENSIONS	B&W	COLOR (limited space)
FULL PAGE	4.75 HZ x 7.25 VT	\$799	\$999
HALF PAGE	Horizontal 4.75 HZ x 3.50 VT	\$499	\$699
HALF PAGE	Vertical 2.25 HZ x 7.25 VT	\$449	-----
THIRD PAGE	Horizontal 4.75 HZ x 2.25 VT	\$399	-----
THIRD PAGE	Vertical 2.25 HZ x 4.75 VT	\$349	-----
DINING GUIDE	4.75 HZ x 2.00 VT	\$299	-----
SIXTH PAGE	2.25 HZ x 2.25 VT	\$249	-----

TO RESERVE AN AD OR FOR MORE INFORMATION:

John McMullen, Program Ad Sales (510) 459-8264

CalRevelsProgramAds@Gmail.com

DEADLINES

SPACE RESERVATION: NOVEMBER 3rd

AD SUBMISSION NOVEMBER 10TH (if you are submitting your own ad)

EMAIL ADS TO: george@mattinglydesign.com; CalRevelsProgramAds@gmail.com

IF WE ARE DESIGNING YOUR AD, email text with jpgs of logo and images by NOVEMBER 3
so that he has time to get you a proof (one proof for all corrections, please).

- MORE SPECS ON NEXT PAGE -

SPECS FOR THOSE WHO ARE DESIGNING THEIR OWN AD

- Interior is black and white unless otherwise noted (use dimension in RATE SCHEDULE above)
- Text and cover both use 150-line screen.
- **COLOR (covers, interior) = CMYK, can bleed (5.5" HZ x 8.5"VT plus 1/8" bleed all sides)**

FILE FORMATS: (Mac only, except PDF):

- press-optimized PDF PREFERRED (if you're unsure what that means, don't)
- Adobe Illustrator (through 11.0 / CS1), fonts converted to outlines
- Adobe InDesign (through 3.0 / CS1), fonts & links included (please package)
- Hard copy can be scanned by GMD at extra cost.

DELIVERY METHOD:

- E-mail files under 10 Mb to: george@mattinglydesign.com.
- Files on CD or DVD? Send to: George Mattingly Design 820 Miramar Ave. Berkeley CA 94707
- Include a PDF proof for reference (even if supplying native files).

OTHER:

- Ads must have borders and must be exact size.
- All fonts and linked files must be included. No PC-only files.
- Scanned photos must be 300 ppi at final size; scanned line art must be 1200 ppi.

QUESTIONS ON SPECS?

George Mattingly

- phone 510.525.2098 ■ fax 510.525.1150 ■ e-mail george@mattinglydesign.com