

# the Pittsburgh Savoyards

## Advertising Rate Card for **THE MIKADO MARCH 13-22, 2020**

Ads will be published in the Program distributed at all Performances

Ad Type	Dimensions	Price
Back Cover	4 ½" w x 7 ¼" h	\$200
Full Page - Inside front cover	4 ½" w x 7 ¼" h	\$185
Full Page - Inside back cover	4 ½" w x 7 ¼" h	\$185
Full Page	4 ½" w x 7 ¼" h	\$165
Half Page	4 ½" w x 3 ½" h	\$ 85
Quarter Page	2 ¼" w x 3 ½" h <i>OR</i> 1.75" h x 4 ½"w	\$ 45
Business Card	3 ½ w x 2"h	\$ 35

**Advertising to run in the Program for THE MIKADO should meet the following standards:**

- < Ad Copy should be 300 dpi Black/White; Gray Scale; or Line art, **Electronic Submission Is Preferred.** Avoid Photographs or Color ads, they don't reproduce well in Black ink in the Program. Supply camera ready copy, or we will do the layout according to your basic markup.
- < Electronic Formats accepted are: **Adobe Acrobat (pdf) , JPG, TIFF, Photoshop, MS Word, Illustrator.** If we do the layout, the Final In-Program Design will be determined by PS to best accommodate the Program. **Note: For best appearance, Graphics embedded inside MS Word Documents must ALSO be included as a separate graphics file.**
- < Replacement Fonts will be used when necessary for Acrobat or Word ads.
- < Submitted Copy/Ads will not be returned.
- < Advertising placement for "Cover" ads is on a "first request" basis, other ad placement will be determined as needed by PS. All ads are Final.
- < Cover Placement is as available, determined by PS.
- < We reserve the right to refuse to accept any advertisement at our discretion.
- < Advertising will appear in the Program for the **MIKADO, MARCH 13-15 & 19-22, 2020**

*Ad requests must be returned with all materials by **Monday, March 2, 2020***

Payment is required with advertising request, make checks payable to: *The Pittsburgh Savoyards, Inc.*

**Email Electronic ads to: [advertise@pittsburghsavoyards.org](mailto:advertise@pittsburghsavoyards.org)**

***Order Form information***

Business name and Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Ad Type: (*Back cover, Full Page, Business card, etc*) \_\_\_\_\_

Pittsburgh Savoyards Representative \_\_\_\_\_

AD Description ( *Please Place Copy on back of sheet, or Attach, or do a basic markup*)



**Undercroft Opera**  
 announces our fully staged production  
 of Puccini's most loved opera  
**LA BOHÈME**, presented in English.  
 Performances in Bethel Park and Oakland

*Bethel Park High School*

*St Paul Cathedral Center  
 "Synod Hall"*

Fri Aug 1 <sup>st</sup>	8 pm	Fri Aug 8 <sup>th</sup>	8 pm
Sat Aug 2 <sup>nd</sup>	8 pm	Sat Aug 9 <sup>th</sup>	8 pm
Sun Aug 3 <sup>rd</sup>	2 pm	Sun Aug 10 <sup>th</sup>	2 pm

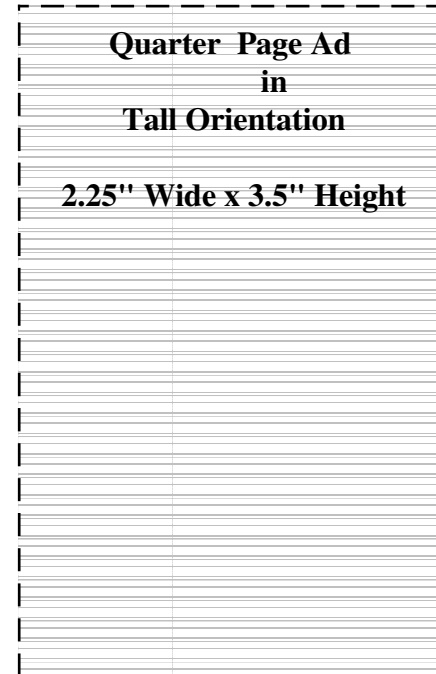
*Tickets \$12 to \$27, Advance Purchase Discounts available  
 for more information visit [www.undercroftopera.com](http://www.undercroftopera.com)*

**1/2 pg ad... 4 1/2" X 3 1/2"**



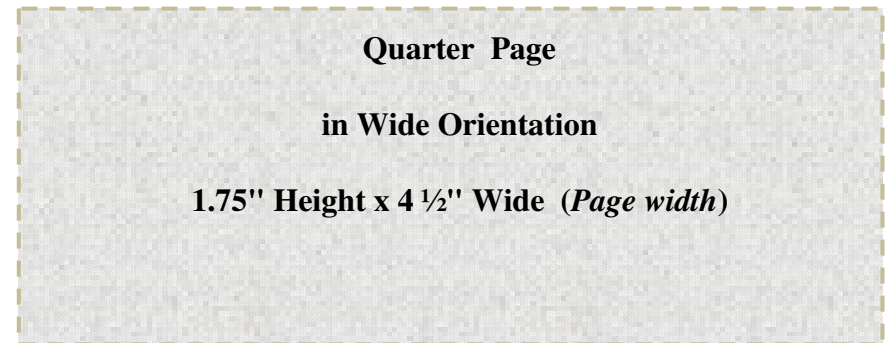
Business Card 3 1/2" x 2"

**Examples of finished Ad sizes in Program**



**Quarter Page Ad  
 in  
 Tall Orientation**

**2.25" Wide x 3.5" Height**



**Quarter Page**

**in Wide Orientation**

**1.75" Height x 4 1/2" Wide (Page width)**

*Pittsburgh Savoyards, Inc., P.O. Box 44065, Pittsburgh, PA 15205-4065*

*Pittsburghsavoyards.org 412-734-8476*