

the Pittsburgh Savoyards

Advertising Rate Card for **Iolanthe**, Oct 13 - 22, 2023
 Ads will be published in the Program distributed at all Performances

Ad Type	Dimensions	Price
Back Cover	4 1/2" w x 7 1/4" h	\$200
Full Page - Inside front cover	4 1/2" w x 7 1/4" h	\$185
Full Page - Inside back cover	4 1/2" w x 7 1/4" h	\$185
Full Page	4 1/2" w x 7 1/4" h	\$165
Half Page	4 1/2" w x 3 1/2" h	\$ 85
Quarter Page	2 1/4" w x 3 1/2" h <i>OR</i> 1.75" h x 4 1/2"w	\$ 45
Business Card	3 1/2 w x 2"h	\$ 35
<i>Special</i> One-Line "Congratulations to "	One Line in Credits section "Congratulations to XXXX "	\$ 10

Advertising to run in the Program for *Iolanthe* 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, Word Perfect.** 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 or WordPerfect Documents must ALSO be included as a separate graphics file.**
- ▶ Replacement Fonts will be used when necessary for Acrobat; Word; or Word Perfect 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 "Iolanthe" October 13-15 & 20-22, 2023

Ad requests must be returned with all materials by Saturday Sept 22 , 2023

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

Email Electronic ads to:

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

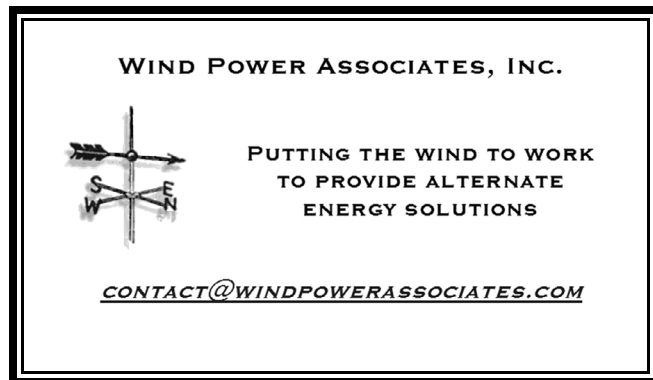
Fri Aug 1st 8 pm
 Sat Aug 2nd 8 pm
 Sun Aug 3rd 2 pm

**St Paul Cathedral Center
 "Synod Hall"**

Fri Aug 8th 8 pm
 Sat Aug 9th 8 pm
 Sun Aug 10th 2 pm

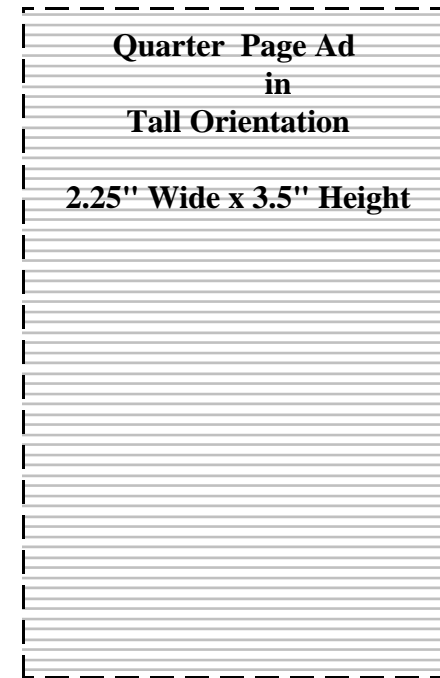
Tickets \$12 to \$27, Advance Purchase Discounts available
 for more information visit www.undercroftopera.com

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



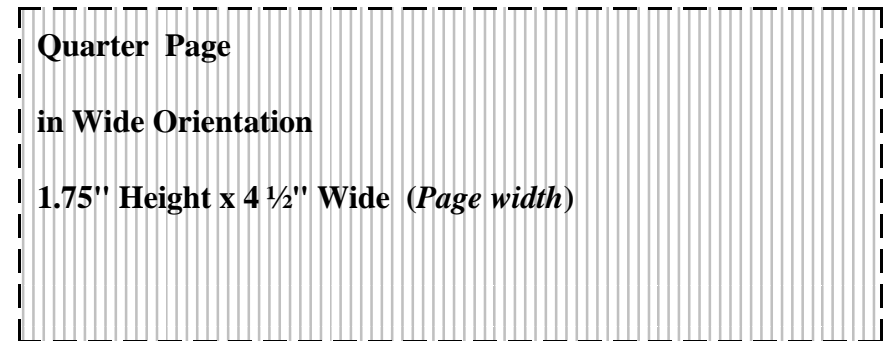
Business Card 3 1/2" x 2"

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)

Examples of "Congratulations to *w x y z*"

Ralph, Congratulations on your Promotion! your Josephine

To the Cast of Pinafore - A most excellent crew... Officially !!