



HOPE SUMMER REPERTORY THEATRE

# Advertising Program 2011

- Our audience has the demographics your business wants to reach
- Over 20,000 programs printed and circulated to over 30,000 people
- Your advertisement positions you as a supporter of the arts in our community

## ADVERTISING CONTRACT FOR THE HOPE SUMMER REPERTORY THEATRE

### RATES

	W	H	Full Payment	Discount*
Back Cover	7 1/2	x 7 1/2	\$1,700	n/a
Full Page (inside front/inside back)	7 1/2	x 7 1/2	\$1,600	\$1,550
Full Page	7 1/2	x 7 1/2	\$1,500	\$1,450
2/3 page - vertical	4 7/8	x 7 1/2	\$1050	\$1000
2/3 page - horizontal	7 1/2	x 4 7/8	\$1050	\$1000
1/2 page - horizontal	7 1/2	x 3 3/4	\$800	\$750
1/2 page - vertical	3 3/4	x 7 1/2	\$800	\$750
1/3 page - block	4 3/4	x 3 3/4	\$550	\$500
1/3 page - vertical	2 3/8	x 7 1/2	\$550	\$500
1/6 page - vertical	2 1/2	x 3 3/4	\$275	n/a
1/6 page - horizontal	3 3/4	x 2 1/2	\$275	n/a

You are authorized to publish in the 2011 Hope Summer Repertory Theatre program the advertisement of:

Company Name: \_\_\_\_\_  
(please print or type)

Contact Name: \_\_\_\_\_  
(please print or type)

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_

Remarks: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

For which we agree to pay the sum of: \$ \_\_\_\_\_

This order is signed and accepted, subject to the conditions on the reverse side.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

*\*Discount prices apply to contracts received by May 13, 2011 and accompanied by payment in full.*

## STANDARD CONDITIONS

1. Ads will appear in all issues of the Hope Summer Repertory Theatre program at the rates set forth on the front side of this contract.
2. Ads will be produced in one color, black on white or reverse type. The only exception to this is the back page, which includes an additional color.
3. The advertiser is responsible for camera-ready art work (hard copy, electronic or disk), exactly as it is to appear in the program. **ART WORK IS DUE NO LATER THAN MAY 13, 2011. Materials may be submitted either hard copy at the HSRT Office in the DeWitt Cultural Center, Hope College, PO. Box 9000, Holland, MI 49422-9000 or electronically to arts@hope.edu. Acceptable electronic formats must be at least 300 dpi and saved as pdf, tiff, or Photoshop file.**
4. Ads will be identical in all of the programs.
5. Advertising space may only be used for a single business, company, or organization. It may not be divided for use by more than one enterprise.
6. Advertisements may not contain “clip-out” coupons.
7. Full payment for advertisements must be made no later than **JUNE 17, 2011**. Payments received prior to May 13, 2011 will be at the discount price noted on the other side.
8. Contracts, including art work, must be submitted by **MAY 13, 2011**.

Please contact Derek Emerson, HSRT Advertising Director, at 616-395-7893 or arts@hope.edu with any questions.

*Thank you for your investment in Hope Summer Repertory Theatre  
and the cultural life of the community.*