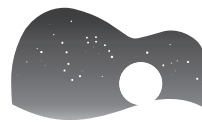


Northern Sky Theater

2020 - Playbill Advertising Contract



NORTHERN SKY
theater

**- CONTRACT & FULL PAYMENT DUE DECEMBER 11, 2019 FOR DISCOUNT -
- ARTWORK DUE APRIL 1, 2020 -**



Business Name _____
(As you want it to appear in Playbill)

Contact Person _____ Phone _____

E-mail Address _____

Mailing Address _____
(If different from previous year)

City _____ State _____ Zip _____

Website _____

I'm interested in 2020 Show Sponsorships.
Sponsors receive 50% off 1/2 or full page ads.

Email artwork to Ann Birnschein at ann@northernskytheater.com

We Prefer PDF Files - All Fonts Embedded and Exact Ad Sizes (see back).

Ad Files Must Be Mac Compatible and in Adobe Acrobat, InDesign, Photoshop, or Illustrator file formats.

AD CHECK LIST:

- Use my ad from last year ... NO OTHER CHANGES
- I have emailed my new artwork (color or b/w accepted).

Paid by 12/11/19

- Full Page \$1,120
- 1/2 Page \$650
- 1/3 Page \$510
- 1/4 Page \$390
- 1/6 Page \$310
- Premium Ad
(5 Spots See Back)

Paid AFTER 12/11/19

- Full Page \$1,220
- 1/2 Page \$690
- 1/3 Page \$540
- 1/4 Page \$420
- 1/6 Page \$340
- Premium Ad
(5 Spots See Back)

See Reverse Side For Ad Sizes & Specifications

CONTRACT TERMS:

1. Final payment must be received no later than May 1st for inclusion in the playbill.
2. Northern Sky will distribute playbills at all performances, June 2020 – October 2020.
3. Advertisers will receive 2 complimentary tickets for Northern Sky's outdoor season.
4. Northern Sky reserves the right to refuse any advertisement deemed inappropriate by the Board of Directors.
5. Additional fees will be charged to the advertiser if submitted ad is not in correct format or significant changes are needed.
6. Contracts received without signature and/or payment may be returned.
Ads may not be accepted without a signed contract and payment.

QUESTIONS?

Contact Ann at 920-854-6117 x1004 or ann@northernskytheater.com

Payment ON or BEFORE 12/11/2019

Total Cost of Ad: _____

Payment AFTER 12/11/2019

Total Cost of Ad: _____

Balance Due (if any): _____

I hereby authorize the insertion of our business advertisement in the 2020 Northern Sky playbill.

Advertiser _____
(signature)

Date _____

PAYMENT METHOD:

- Check enclosed payable to Northern Sky
- Please charge \$ _____
for my ad to my Visa or MasterCard
(If payment plan is desired,
50% will be charged now & 50% on May 1st.)

Card # _____

Exp. ____ CVC # ____ Zip(billing) _____

Signature _____

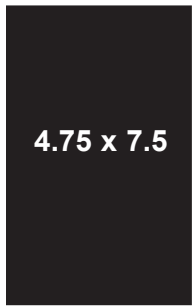
OFFICE USE ONLY:

\$ PAID _____ \$ DUE _____ INV # _____

AD SIZE AND DIMENSION CHOICES

SPECIAL DISCOUNT FOR EARLY BIRD ADVERTISERS

Submit this contract + full payment by 12/11/19 and receive a discount

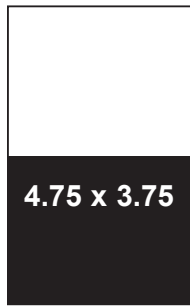


4.75 x 7.5

Full pg

\$1,120 Discount

\$1,220 Regular



4.75 x 3.75

1/2 pg hz

\$650 Discount

\$690 Regular



2.25
x
7.5

1/2 pg vt

\$650 Discount

\$690 Regular



4.75 x 2.25

1/3 pg hz

\$510 Discount

\$540 Regular



2.25
x
4.75

1/3 pg vt

\$510 Discount

\$540 Regular



4.75 x 1.625

1/4 pg hz

\$390 Discount

\$420 Regular

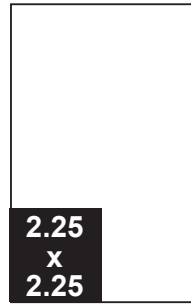


2.25
x
3.625

1/4 pg vt

\$390 Discount

\$420 Regular



2.25
x
2.25

1/6 pg

\$310 Discount

\$340 Regular

Artwork Deadline:

April 1, 2020

Required Formats:

Resolution = 300 dpi

Preferred Format:

Print Quality PDF with no crop marks or Adobe InDesign CS5 or lower with supporting images and fonts.

Accepted Formats:

Adobe Illustrator CS5 or lower, Adobe Photoshop CS5 or lower PDF, JPEG, PSD, TIFF, EPS. All fonts & images must be included. *Do NOT send Microsoft Publisher, Word, PowerPoint or QuarkXPress documents.*

Color Ads must be in CMYK.

Do NOT include Spot Colors nor RGB colors.

Ad Questions?

Contact Ann Birnschein 920-854-6117 x1004 or ann@northernskytheater.com.

Email Artwork to:

ann@northernskytheater.com

ARTWORK / DESIGNER INFO:

Name: _____

Phone: _____

Ad Sent: Email Mail In-Person

FULL PAGE PREMIUM AD SPACE

By 12/11 Back \$1,300 Inside Front \$1,230 Inside Back \$1,230 Facing Inside Fr/Bk \$1,230

After 12/11 Back \$1,400 Inside Front \$1,340 Inside Back \$1,340 Facing Inside Fr/Bk \$1,340

FREE Ad Partner Web Link:

I would like my website linked from the Northern Sky website. Please email up to 20 words of descriptive copy for your weblink to ann@northernskytheater.com Use descriptive copy from last year.

Website: _____ Use Logo from our ad. Use Logo emailed.

Questions? Please call Marketing Director Ann Birnschein at 920-854-6117 x1004.

You may pay in full or send 50% payment now, and 50% no later than May 1, 2020 payable to Northern Sky Theater.

Please make a copy for your records and send this contract with your hard copy or digital copy of ad to:

Northern Sky Theater
PO Box 273 • 9058 County Rd A • Fish Creek, WI 54212

Street Address For FedEx or UPS: 9058 County Road A, Fish Creek, WI 54212

SEND ARTWORK TO: Ann Birnschein at ann@northernskytheater.com