

*Garde Arts Center*  
**SEASON 2021-22**  
**PLAYBILL**

**INSERTION  
ORDER  
FORM**

**GARDE PLAYBILL**  
325 State Street  
New London, CT 06320  
860.961.4106



Contact/Agency \_\_\_\_\_

Name of Advertiser \_\_\_\_\_

Address \_\_\_\_\_

Phone / Fax \_\_\_\_\_

Email \_\_\_\_\_

Space Charge <i>(see chart)</i>	
Guaranteed Position Charge	
Design/Layout Charge	
<b>TOTAL COST</b>	

**PAYMENT METHOD**

- Check enclosed, payable to the Garde Arts Center
- 
- Visa    • MasterCard    • AmEx

Card # \_\_\_\_\_

Exp. Date          Amount          Security Code

**Garde Arts Center**  
**Attn: Jeanne Sigel**  
**325 State Street**  
**New London, CT 06320**

**Advertising Sizes and Rates\***

Description	Width	Height	Color	BW
Full Page	4.75	7.5	\$2480	\$1775
Half Page ( <i>horizontal</i> )	4.75	3.75	\$1765	\$1250
Half Page ( <i>vertical</i> )	2.3125	7.5	\$1765	\$1250
Quarter Page ( <i>horizontal</i> )	4.75	1.875	\$1100	\$800
Quarter Page ( <i>vertical</i> )	2.3125	3.6875	\$1100	\$800
Eighth Page	2.3125	1.875	\$625	\$500

**Guaranteed Positions:**    **Inside Cover Pages, Back Cover, Page 3 & 4: ADD 25%**  
**All other guaranteed positions: ADD 20%**

**Ad Copy, Design, Layout Charges:** Advertisements not received camera ready will be billed as follows: Quarter & Eighth Page: **\$85** • Half Page: **\$125** • Full Page: **\$175**

**Advertising Sizes and Rates**

**Size:** \_\_\_\_\_ • **Horizontal**    • **Vertical**

- **Color**          • **Black & White**
- Renew my ad from 2019/20 season. \_\_\_\_\_
- Pickup 2019/20 season w/changes.
- I will provide new camera-ready art work: • jpeg • tif • pdf
- Please contact me about the design of my ad.
- Preferred Guaranteed Position: \_\_\_\_\_

Authorization (signature) \_\_\_\_\_

Please Print Authorization Name \_\_\_\_\_

Signature \_\_\_\_\_

**Email digital file to: [jsigel@gardearts.org](mailto:jsigel@gardearts.org)**  
**For further information please call 860-961-4106**

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