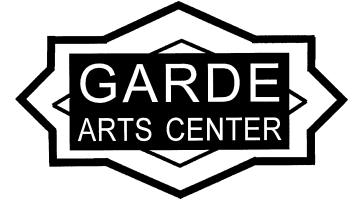


PLAYBILL

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	
TOTAL COST	

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**

PAYMENT METHOD

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

Card # _____

Exp. Date Amount Security Code

Garde Arts Center Attn:
Playbill Advertising
325 State Street
New London, CT 06320

Advertising Sizes and Rates

Size: _____ • Horizontal • Vertical

- **Color** • **Black & White**
- Renew my ad from 2022/23 season. _____
- 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 _____

Please email reservation and digital file to: jsigel@gardearts.org
For further information please call 860-961-4106

NOTICE: All copy, text, display and illustrations are published upon the understanding that the advertising agency be fully authorized, having secured the proper written consents for the use of names, pictures and testimonials of any living person, and may lawfully publish, and cause such publication to be made, and the advertiser and advertising agency agree to identify and save blameless the publisher from any and all liability, loss and expense of any nature arising out of such publication. The preceding also applies to publicity photos and copy released for publication by the advertiser of his agency. Liability due to publisher's error shall not exceed the charge for space actually occupied by the item in which the error was made. Advertiser and publisher agree that this contract is subject to terms and conditions as printed on this form.