

Garde Arts Center
Season 2026-27
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

Centennial Season insertion fee	\$500
Space Charge (See Chart)	
Guaranteed Position Charge	
Design/Layout Charge	
TOTAL COST	

PAYMENT METHOD

- ☐ Check Enclosed, payable to the Garde Arts Center
☐ Visa ☐ MasterCard ☐ AmEx

Card#

Exp. Date

Amt.

Security Code

Authorization (Signature)

Print Authorization Name

Signature

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

ADVERTISING SIZES AND RATES*

Description	Size	Color	B&W
Full Page	4.75 (w) x 7.5 (h)	\$2480	\$1775
1/2 Page (Hor.)	4.75 (w) x 3.75 (h)	\$1765	\$1250
1/2 Page (Vert.)	2.3125 (w) x 3.75 (h)	\$1765	\$1250
1/4 Page (Hor.)	4.75 (w) x 1.875 (h)	\$1100	\$800
1/4 Page (Vert.)	2.3125 (w) x 3.6875 (h)	\$1100	\$800
1/4 Page (Vert.)	2.3125 (w) x 1.875 (h)	\$625	\$500

Guaranteed Positions: Inside Cover Pages, Back Cover, Pages 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: 1/4 & 1/8 Page: \$85 • 1/2 Page: \$125 • Full Page: \$175

Add-On Opportunity:
Winter Cinema Series Pre-Show Video Spot

Put Your Message on the Big Screen! Reach thousands of engaged moviegoers throughout the Garde Arts Center's popular Breezeline Winter Cinema Series by adding a 30-second pre-show video advertisement to your Playbill package.

30-Second Pre-Show Video Spot: 1x Run Spot \$50 Full Season Run \$1500

Advertisers must provide a 30-second video in MP4 format (1920 x 1080).
 Files should be submitted on or before 1/4/27.

ADVERTISING SIZES AND RATES*

- Size: _____ ☐ Horizontal ☐ Vertical
☐ Color ☐ Black & White
☐ Renew my ad from the 2025-26 Season
☐ I will provide new camera-ready artwork
☐ Please contact me about the design of my ad
☐ Preferred Guaranteed Position

Please email reservation and digital file to:
jsigel@gardearts.org

For further information please call: 860.961.4106

DEADLINES:
RESERVATIONS 08.21.26 AD FILES 08.28.26

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.