

Early bird discounts

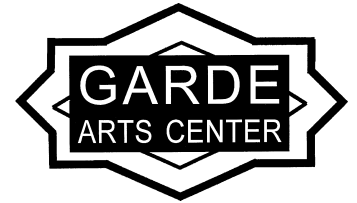
SEASON 2018-19

PLAYBILL

**INSERTION
ORDER
FORM**

GARDE PLAYBILL

325 State Street
New London, CT 06320
860.444.4430



Contact/Agency

Name of Advertiser

Address

Phone / Fax

Email

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

PAYMENT METHOD

- Check enclosed, payable to the Garde Arts Center
- Payment Plan
50% with order, balance due 7/30/18
- Visa • MasterCard • AmEx

Card #

Exp. Date Amount

For early bird discounts

Mail/e-mail reservation form to:

Garde Arts Center

325 State Street

New London, CT 06320

email to: jsigel@gardearts.org

fax: 860-447-0503

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 last year. _____	
• Pickup last year's ad 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

<p>email digital file to: jsigel@gardearts.org 860-444-4430</p>

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.