



ADVERTISING RATES 2010

5th Annual Festival Catalog
on the streets **SEPT 15-30**

UNDER THE INFLUENCE TWPTOWN.ORG

WHY ADVERTISE?

- Reach a **late-season influx of visitors & locals**
- Our patrons are **affluent, sophisticated theatergoers**
- Festival-goers come from **25 States** and **4 countries**
- **Over 3,000 tickets** sold in one weekend last year!

DISTRIBUTION **NEW THIS YEAR!**

- **Full-color glossy magazine-sized catalog**
- **10,000** distributed by truck, ten days before the Festival
- Public locations, coffee shops and free news racks
- Boston, Plymouth, Providence, Cape Cod & P'town

WEBSITE ADD-ON

- **Immediate visibility**
- **80%** of our patrons use the website
- Choice of page placement
- Your ad stays online to **Dec 31**
- Interactive **map** listing included
- Over **1000 web visits** per month
- **60% out of state** web traffic

Reserve your ad space by AUGUST 1

Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Signature: _____

Select Size:

<input type="checkbox"/> Inside cover (front/back)	\$ 975
<input type="checkbox"/> Full Page	\$ 750
<input type="checkbox"/> Half Page Vertical	\$ 550
<input type="checkbox"/> Half Page Horizontal	\$ 550
<input type="checkbox"/> Quarter Page	\$ 400
<input type="checkbox"/> Eighth Page	\$ 250
<input type="checkbox"/> Sixteenth Page NEW!	\$ 125
<input type="checkbox"/> Website Small add-on	\$ 100
<input type="checkbox"/> Website Large add-on	\$ 200

Total: \$ _____

PAYMENT OPTIONS:

CHECK. Send check & reservation form to:

Provincetown Tennessee Williams Festival
PO Box 1721 / Provincetown, MA 02657

CREDIT CARD. Pay securely online at:

www.twptown.org/advertising

Or, simply call 866.789.TENN to pay over the phone.

Your ad must be received by AUGUST 15

We do not design advertisements. Send all ads to info@twptown.org

Questions? call: **866-789-TENN** (8366)

ACCEPTABLE PRINT AD FORMATS:

- **PDF** Original file must be at least 300dpi before converting to PDF
- **EPS/TIFF** CMYK or grayscale, all fonts converted to paths or embedded, 300dpi, no crop marks
- **Quark/InDesign** CMYK; include all fonts and graphics, plus a PDF for proofing. NOTE: PC files must be exported as a 300dpi PDF

UNACCEPTABLE: JPEG, BMP, GIF, any images taken from websites, Word, PageMaker, Microsoft Word, Corel or any format not listed above, including hard copies or camera-ready artwork.

Dimensions:

NEW LARGER SIZES for 2010

Full Page:	8" wide x 10.286" tall
1/2 Vertical:	3.75" wide x 10" tall
1/2 Horizontal:	8" wide x 5" tall
1/4 Page:	3.75" wide x 4.86" tall
1/8 Page:	3.75" wide x 2.43" tall
1/16 Page:	3.75" wide x 1.215" tall
Web Large:	200px wide x 200px tall (72 dpi)
Web Small:	200px wide x 60px tall (72 dpi)