



**PRINT ADVERTISING**

WHY ADVERTISE?

- Reach a **late-season influx of visitors & locals**
- Our patrons are **affluent** and **sophisticated**
- Festival-goers come from **36 States** and **6 countries**
- **Over 5,000 tickets** sold in one weekend last year!

DISTRIBUTION

- **Glossy magazine**
- **14,000** distributed by truck, 14 days before the Festival
- Public locations, coffee shops and free news racks
- Boston to Plymouth, Providence, Cape Cod & P'town

12<sup>th</sup> Annual Festival

**SEPTEMBER 21-24, 2017**

WEBSITE ADD-ON

- **Immediate visibility**
- **80%** of our patrons use the website
- Your ad stays online to **May 2017**
- Interactive **map** listing included
- Over **1000 web visits** per month

**Reserve your ad space by AUGUST 1**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Signature: \_\_\_\_\_

The above signed agrees as follows: Festival will hold publication space for Advertiser upon receipt of signed reservation form. **All ad reservations must be paid in full within seven (7) days of receipt of reservation form, or Advertiser forfeits reserved space.** This contract may be cancelled by the advertiser, provided written notice of cancellation is received by Provincetown Tennessee Williams Theater Festival, PO Box 1721, Provincetown, MA 02657, a minimum of 45 days prior to publication. Otherwise, the ad will be required to run. A 10% cancellation penalty will be retained for all cancellations. Festival reserves the right to refuse any advertising. If Festival makes a printing mistake, Advertiser will receive a free ad of the same size in the next available catalog.

<u>Select Size</u>	<u>COLOR</u>	<u>B/W</u>
<input type="checkbox"/> Back Cover	\$1325	-
<input type="checkbox"/> Inside cover	\$1150	-
<input type="checkbox"/> Full Page	\$ 975	\$ 650
<input type="checkbox"/> Half Page Vertical	\$ 625	\$ 450
<input type="checkbox"/> Half Page Horizontal	\$ 625	\$ 450
<input type="checkbox"/> Quarter Page	\$ 400	\$ 325
<input type="checkbox"/> Eighth Page	\$ 250	\$ 200
<input type="checkbox"/> Sixteenth Page	\$ 125	\$ 100
<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](http://www.twptown.org/advertising)

**Your ad must be received by AUGUST 15**

**We do not design advertisements.**

Send all ads to [info@twptown.org](mailto:info@twptown.org)  
Questions? call: **866-789-TENN** (8366)

**ACCEPTABLE PRINT AD FORMATS:**

- **PDF** Preferred. Must be at least 300dpi, fonts embedded. CMYK or grayscale
- **EPS/TIFF/AI** files are acceptable. Sizes quoted are trim sizes. No crop marks.

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

<u>Dimensions:</u>	<b>(Full bleed on full page ads)</b>
Full Page:	8.5" wide x 11" tall (trim size)
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)