



# WEST SIDE STORY PROGRAM ADVERTISING

DUE: April 11, 2013

"West Side Story" will be performed April 25-27, 2013 by the East Grand Rapids High School Drama Department. Advertising in the program will assist in underwriting the costs of the production. Your support is always appreciated!

### THERE ARE 3 WAYS TO SUPPORT THE EFFORTS OF THE DRAMA DEPARTMENT:

**PAID PROGRAM AD SPACE** - A way to show support for your student or the school in a visual way. Ideal for businesses. These must be camera-ready and, if possible, provided in digital format (\*.JPG, \*.TIFF, \*.CDR, \*.PDF formats). Prices vary depending on ad size. *See back for sample ad size layouts.*

**PERSONAL SUPPORT SENTENCES** - a section of the program where comments to cast and crew members from family, friends or to each other are printed. The comments offer support and encouragement and are fun to read. Cost is \$10.00 per line. One line is approximately 30 characters per line, including punctuation and spaces.

**BECOME A PRODUCTION UNDERWRITER:** Individuals or organizations wishing to help underwrite production costs with a donation will be acknowledged in the program. Ensemble (up to \$99), Starlet (\$100-299), Diva (\$300 and above).

NAME or BUSINESS & CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

In case we have questions, please provide your phone and e-mail

Home Phone: \_\_\_\_\_ Work/Cell Phone: \_\_\_\_\_

E-mail \_\_\_\_\_

TYPE OF AD - PAID PROGRAM AD SPACE

Personal Support Sentence(s) \$10 per line (~30 char/line)

#### Ad Space

- FULL PAGE \$200  
4½ w x 7½" h
- HALF PAGE \$100  
4½" w x 3<sup>5</sup>/<sub>8</sub>" h
- THIRD PAGE \$70  
4½" w x 2<sup>3</sup>/<sub>8</sub>" h
- QUARTER PAGE \$50  
2<sup>1</sup>/<sub>8</sub>" w x 3<sup>5</sup>/<sub>8</sub>" h

See back of page for sample ad layouts. PLEASE orient your ad properly to fit these sizes.

This is separate from wording on your full, ½, 1/3 or ¼ page ad. See above

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional support sentences may be printed on an attached page.

#### DONATIONS:

I would like to be a Production Underwriter  
Ensemble (up to \$99)  
Starlet (\$100-\$299)  
Diva (\$300 and above)

DONATION AMOUNT: \$ \_\_\_\_\_

TOTAL AMOUNT ENCLOSED: \$ \_\_\_\_\_

#### ATTENTION BUSINESS OWNERS:

Please consider supporting EGRHS Drama with your advertisement for the entire year! **5% Discount** if you provide us with your camera ready ad now, your add will be in both our Fall & Spring Playbills.

**Full: \$380, Half \$190, Third: \$133, Quarter \$95.**

All moneys and camera ready copy of ads are **April 11, 2013**. Make checks payable to **East Grand Rapids HS Drama**. Questions? Contact Lynn Clark @ Lynn\_b\_clark@yahoo.com. Deliver or mail to: Lynn Clark, 2017 Coronado Dr., SE, EGR

**SAMPLE AD  
LAYOUTS/SIZES**

Please make sure your ad is oriented properly to fit the space.

Camera ready means a clean, clear, "ready to print" copy. Digital format JPG, PDF, or TIFF are preferred. Please feel free to call with any questions you might have regarding your ad. Lynn Clark 241-2457 or [lynn\\_b\\_clark@yahoo.com](mailto:lynn_b_clark@yahoo.com).

If you are sending a paper copy, please do NOT fold the paper.

**QUARTER PAGE**

2<sup>1</sup>/<sub>8</sub>" wide x 3<sup>5</sup>/<sub>8</sub>"  
high

\$50

**HALF PAGE**

4<sup>1</sup>/<sub>2</sub>" wide x 3<sup>5</sup>/<sub>8</sub>"  
high

\$100

**FULL PAGE**

4<sup>1</sup>/<sub>2</sub>" wide x 7<sup>1</sup>/<sub>2</sub>" high  
\$200

**ONE-THIRD PAGE**

4<sup>1</sup>/<sub>2</sub>" wide x 2<sup>3</sup>/<sub>8</sub>" high

\$70