



Program Ads for Anthony Williams' Urban Nutcracker

John Hancock Hall | 180 Berkeley Street, Boston, MA 02116 | December 11-27, 2015 | urbannutcracker.com

Up to 15,000 consumers from the Greater Boston area will attend the *Urban Nutcracker* during the 2015 holiday season.

Sizes and Rates *

Ad Size	Dimension	Price	Color
Quarter Page	2 1/4" wide by 3 3/4" tall	\$150	Black & White
Half Page Horizontal	4 5/8" wide by 3 3/4" tall	\$300	Black & White
Full Page	4 5/8" wide by 7 3/4" tall	\$500	Black & White
Inside Front/Back Cover	4 5/8" wide by 7 3/4" tall	\$750 (each)	Black & White
Outside Back Cover	4 5/8" wide by 7 3/4" tall	\$1,000	Full Color

* Also see size chart

PRODUCTION MATERIALS/MECHANICAL REQUIREMENTS

All editions are produced on a MACINTOSH system utilizing Quark XPress 7, Adobe Photoshop CS3 and Adobe Illustrator CS3. Advertisers must submit ad materials via email (urbannutcrackerinfo@gmail.com). Also acceptable are **press-optimized pdf files**. Make sure that all fonts are embedded and all colors and graphic elements are CMYK (4-color process) **prior** to creating the pdf. **For ads originally created using InDesign, .eps files** (with all fonts converted to outlines) **are required**. When submitting ads done in Quark XPress, please be certain to include all necessary fonts and EPS/TIFF files with the ad, as well as a quality proof (a laser proof is acceptable). If color accuracy is a priority, also provide a reproductive proof of PROFESSIONAL quality. Again, make sure all elements of color ads are submitted in CMYK. *Playbill* is printed using Computer-to-Plate (CTP) technology. Film and camera-ready stats are not acceptable. If you are not able to supply your advertisements according to our specifications, we can create one for you. Talk to Dustin for details. Special production time or services utilized may be charged to the advertiser.

ACCEPTABLE COPY

Publisher reserves the right to exclude any advertisement which, in its opinion, does not conform to the standards of the publication. All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expenses resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement. **All material held by publisher will be destroyed one year after last run.**

Anthony Williams' URBAN NUTCRACKER 2015: PROGRAM BOOK ADVERTISING CONTRACT

Company Name: _____ Contact Person: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

The Urban Nutcracker is hereby authorized to insert advertising in its 2015 Program Book. Please reserve my space as noted:

Ad Size: _____ Ad Rate: \$ _____ I will pay by check: _____ I will pay by credit card: _____

** Contact urbannutcrackerinfo@gmail.com with a phone number and best time to call.

I understand that ad copy and outstanding balance must be submitted before appropriate deadlines and that cancellation cannot be accepted after the published date. All copy and design are subject to TWDC and Publisher approval. 2Program book ad placement is at the discretion of TWDC. Advertiser and/or agency acknowledge receipt of 2015 Rate Card and agree to the terms and conditions set forth therein.

Signed: _____ Date: _____ Name & Title: _____

Contact Dustin Rennells at urbannutcrackerinfo@gmail.com or 617-524-3066 with any questions about this contract.

Return signed contract and payment to:
Anthony Williams' Urban Nutcracker | Attn: UN Program Ad | 284 Amory Street | Jamaica Plain, MA | 02130