



**Elmira Little Theatre**  
**2010-2011 Season Program Books**  
**Advertising Rates & Order Form**

**Ad Sizes**

There will be 4 program books during the 2010-2011 season with an estimated print run of 2,200 copies for the season. Program books are 5.5" by 8.5" with a card stock cover and white interior pages. Interior pages are printed with black ink.

The ad sizes for the upcoming season are: full page, half page (horizontal or vertical), quarter page (horizontal or vertical), or eighth page. Exact sizes and proportions are as illustrated. No other ad sizes are available.

Ads must be submitted electronically in print quality PDF format, or high quality .jpg, .gif, or .tif format (300 dpi). Ads must be e-mailed to joe\_edkin@yahoo.com.

Questions about ad sizes, formats, submissions, and deadlines can be directed to Joe Edkin @ 607-734-0673.

**Ad Rates:**

You may purchase ads for the entire season or for a specific show. Ads purchased for the entire season will be included on our website. **There is an additional \$35.00 set-up fee if your ad includes graphics and you do not provide your ad in an electronic file.**

**SEASON RATES:**

- Full page - \$230.00
- Half page - \$140.00
- Quarter page - \$85.00
- Eighth page - \$60.00

**SINGLE SHOW RATES:**

- Full page - \$115.00
- Half page - \$85.00
- Quarter page - \$50.00
- Eighth page - \$40.00

(Deadline for season ads is September 1, 2010 in order to appear in all four program books.)

(Contact Joe Edkin for deadlines for specific program books.)

**Order Form:**

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone number: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_

- Include ad on ELT website (applies to season ads only)
- Link online ad to our website.

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

**Ad size:**

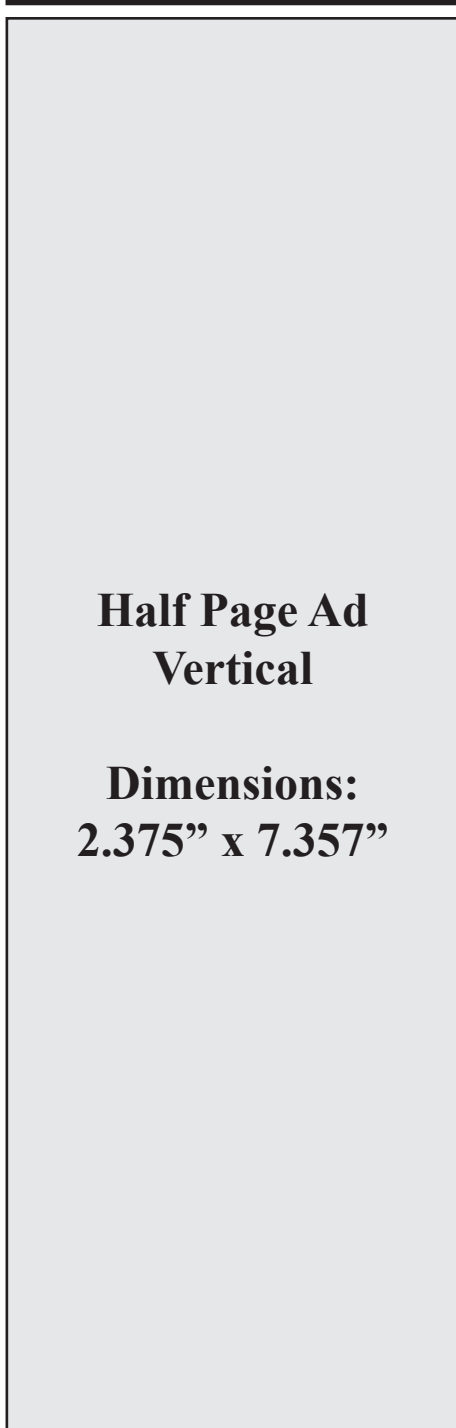
- Full page  Half page (horizontal)  Half page (vertical)  Quarter page (horizontal)
- Quarter page (vertical)  Eighth page
- Entire season  Single show \_\_\_\_\_

**Please provide a hard copy of your ad with your order.**



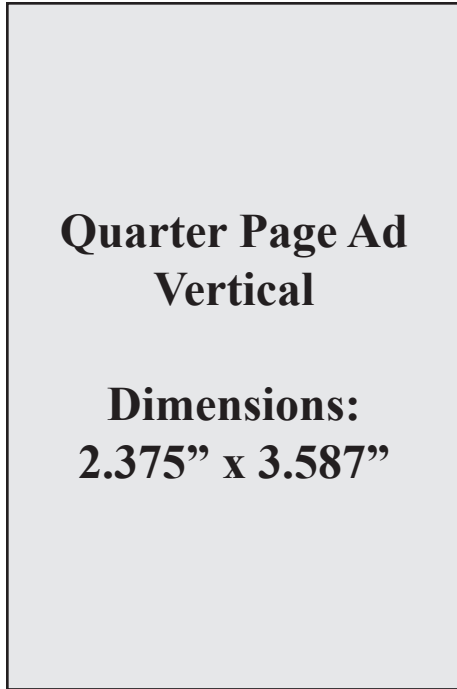
**Full Page Ad**  
**5" x 7.375"**

**Ad Sizes**



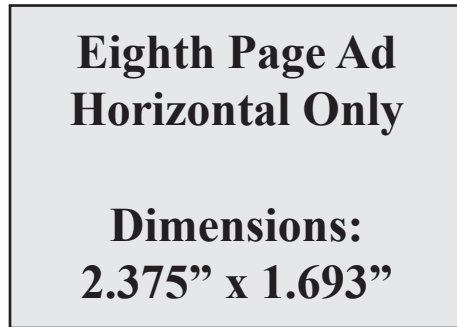
**Half Page Ad  
Vertical**

**Dimensions:  
2.375" x 7.357"**



**Quarter Page Ad  
Vertical**

**Dimensions:  
2.375" x 3.587"**



**Eighth Page Ad  
Horizontal Only**

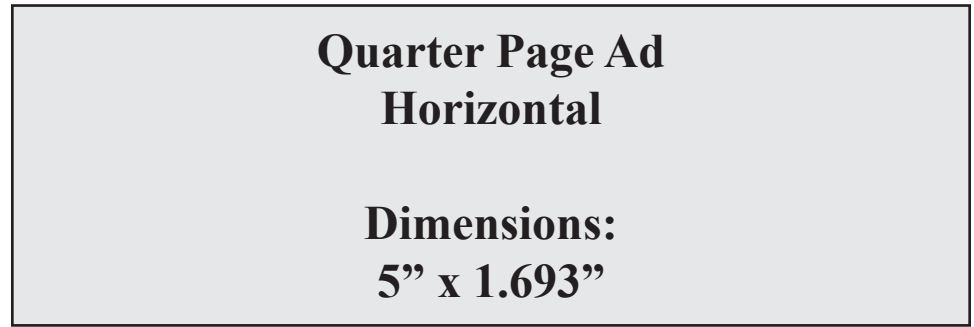
**Dimensions:  
2.375" x 1.693"**

**Ad Sizes**



**Half Page Ad  
Horizontal**

**Dimensions:  
5" x 3.587"**



**Quarter Page Ad  
Horizontal**

**Dimensions:  
5" x 1.693"**