

EDMT Show Program

2019-2020 Advertising Rates

Advertising Rate Sheet

ABOUT THE EDMT SHOW PROGRAM

Advertising in the program for an EDMT show means your service or product will be seen by a wide variety of people interested in theater and the arts. Our theater-going public tends to be very loyal to businesses who support the arts because they understand the importance of the arts in their quality of life and community.

Each page of our show program is designed to be eye-catching and is designed as the traditional magazine-format program recognized by theatergoers everywhere. Printed on high-quality gloss paper, these programs have a high retention rate and are viewed again and again and are passed along to family and friends.

ISSUE DATES

The show program is available to each person who sees an EDMT show. This year we expect our shows to be seen by between 4,000 – 7,000 patrons each run. For the year, that's a projected 20,000 or more impressions.

SHOW DATES

Fall

Nov 1 – Nov 10, 2019

Winter

Feb 21 – Mar 1, 2020

Spring

May 8 - May 17, 2020

Summer

July 10 - July 19, 2020

PLACEMENT CLOSING

Oct 14, 2019

Feb 3, 2020

Apr 9, 2020

Jun 11, 2020

ARTWORK DUE

Oct 18, 2019

Feb 7, 2020

Apr 12, 2020

Jun 14, 2020

SPECIFICATIONS

All ads must be final size. (See AD SIZES.) Digital files only. Resolution at 300 dpi. Acceptable formats include: PDF, EPS, or JPEG CMYK files. Microsoft Word or Publisher files are not acceptable.

SEND ADVERTISING MATERIALS TO:

chrishobbs@edmt.info

AD SIZES

Full Page	5.25" x 8.25"
Full Page w/Bleed	5.75" x 8.75"
Half Page Vertical.....	2.47" x 8"
Half Page Horizontal.....	5" x 4"
1/4 Page Vertical	2.47" x 3.96"
1/4 Page Horizontal	5" x 2.15"

RATES (per insertion)

AD SIZE	1X	2X	4X
Full Page	\$800....	\$720....	\$680
Half Page Vertical.....	\$500....	\$450....	\$425
Half Page Horizontal.....	\$500....	\$450....	\$425
1/4 Page Vertical	\$300....	\$270....	\$255
1/4 Page Horizontal	\$300....	\$270....	\$255

CONTACT

For questions or for more information, please call:

Chris Hobbs at (916) 835-8143

ChrisHobbs@edmt.info

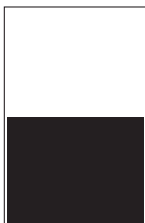
or call El Dorado Musical Theatre

(916) 941-SING (7464)

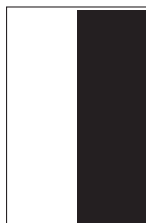
Full Page



Half Page Horiz.



Half Page Vert.



1/4 Page Horiz.



1/4 Page Vert.



Business Ad Order Form

Show Name _____

Cost _____

Ad Name _____ E-Mail _____

Ad Ordered By _____ Phone _____

Ad Size* ☐ 1/4 Page ☐ 1/2 Page ☐ Full Page

Payment Info ☐ Check (# _____) ☐ Credit Card ☐ MasterCard ☐ Visa ☐ Discover

Name as it appears on Credit Card _____

Credit Card Number _____ Expiration Date _____ CVVC Code _____

Billing Address: _____
Street
City
Zip

Signature _____

Payment may be made by bringing check or credit card to the EDMT office or by calling the office at 916-941-7464.

* Ad sizes as they appear relative to a program page:

Full Page



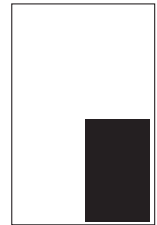
Half Page Horiz.

**Half Page Vert.**

1/4 Page Horiz.



1/4 Page Vert.



Instructions for ad:

[illegible]

EDMT Advertiser's Agreement

CLIENT _____

ADVERTISER _____

CONTACT _____

ADDRESS _____

CITY _____

STATE _____

PHONE _____

FAX _____

EMAIL _____

SPECIAL POSITIONING _____

PRODUCTION INFORMATION _____

PRODUCTION _____

AD SIZE _____

SPACE CHARGE _____

SHOW PROGRAMS

☐ WINTER ☐ SPRING ☐ SUMMER ☐ FALL

CREDIT FOR AD

TOTAL AMOUNT _____

TRADE OUT RATE _____

BALANCE DUE _____

ADDITIONAL INSTRUCTIONS

This agreement and the advertising rate card constitute the entire agreement between El Dorado Musical Theatre (the Company) and the Advertiser. This Agreement replaces all prior oral and written agreements. The Advertiser acknowledges that it is not relying upon any material representations or statements made by the Company or its agents or employees that are not contained in this Agreement.

The Advertiser and /or its agent will accept financial responsibility for and pay all charges incurred by its orders placed with the Company and/or its agent during the life of this Agreement. The advertiser and/or its agency understand that charges are due and payable upon presentation of the Company's billing statement. 1.5% interest per month will be charged after 30 days from invoice date.

When account is past 60 days due, all discounts are not enforceable. Cancellations are allowed when made in writing and received in our office or postmarked 30 days prior to space reservation closing dates. Deposit will not be refunded under any circumstances.

The Advertiser and/or its agent agree to protect and indemnify the Company and its agents against any all liability, claims and demands. This Agreement, which shall be governed by the laws of the state of Oregon, contains the entire agreement of the parties, supercedes all prior agreements and discussions, and shall bind all parties and their agents, employees, successors, assigns, and legal representatives. This agreement may be executed in one or more counterparts each of which shall constitute an original, but all of which shall constitute one and the same document. This Agreement is deemed executed when signed by either the Advertiser or their Agent and either the Company or its Agent.

In the event the Company institutes litigation to enforce provisions of this agreement, the prevailing party shall be entitled to fees and costs, including any appeal. In the event of a suit or action, El Dorado County, California shall serve as venue.

Advertiser's Signature _____

Date _____

Name of Person Signing _____

El Dorado Musical Theatre
5011 Golden Fotothill Parkway, Unit 4
El Dorado Hills, CA 95762
www.edmt.info

Title of Person Signing _____