

Technical Requirements

Thank you for advertising in the Geneva High School Playbill. The following are the technical requirements and other information you might find helpful in designing or supplying your ad. If you have any questions on how to supply your ad, please contact Fagans Graphic Design & Printing at 630-208-0319. There is no charge for questions.

Electronic Ads

We accept ads created in Adobe Illustrator, Adobe Photoshop and/or Adobe InDesign. Ads created in other programs, including Microsoft Word, Power Point, Pages and Publisher, will not be accepted without prior approval!

If approved, ads created in other formats must be saved as EPS, JPG, TIF or PDF files saved for printing with graphics and fonts embedded or fonts changed to outline. We accept ads by email or shared via Dropbox. Please call for instructions.

Send ads to:
debbiedraus@fagansinc.com

Ad Checklist

- Properly supplied electronic art correctly sized incurs no additional cost.
- All ads must be camera ready (white laser prints of 600 DPI or more) or electronic art.
- Color is to be converted to black and white.
- Include all images and fonts saved to outline.
- Save images at 100% as either pdf, ai, tiff or eps.
- Include only the items needed.
- Preflight your document from the disk copy that is being sent and include all screen and printer fonts for the document and for graphics.
- Typesetting and design for new ad creation or alterations to existing ads is available upon request. Please call for an appointment.
- **Please submit ad copy on time, no reimbursements will be made for missed deadlines.**

Geneva High School Theatre Boosters



Playbill Advertising Rate Sheet

Contact us at:
info@genevatheatreboosters.org

Please mail all payments to:
Geneva Theatre Boosters
c/o Geneva High School
416 McKinley Ave
Geneva IL 60134

Advertising Opportunities!

Your Ad appears in playbills for in-person and virtual events for the 2021-2022 school year. Including:

- Freshman Play** The estimated reach for all performances is
- Fall Play** 1500+ or way more than
- Spring Musical** last year.
- One Acts**
- Viking Revue**

Advertising Rates

Full Color Ad **Season/Show**
 Back Cover \$600*/ \$150
*Season order includes 2 complimentary tickets per show.

Black and White Ads - All Inside Pages

- Full Page Ad (4.5 X 7.5 in.) \$400*/ \$100
Front/Back Inside Covers
*Season order includes 2 complimentary tickets per show.
- Full Page Ad (4.5 X 7.5 in.) \$300*/ \$75
*Season order includes 2 complimentary tickets per show.
- 1/2 Page Ad (4.5 X 3.6875) \$200*/ \$50
*Season order includes 2 complimentary tickets per show.
- 1/4 Page Ad (4.5 X 1.8125) \$120 / \$30

Complimentary tickets are **NOT NEEDED.**

*Advanced payment is required for all ads purchased for the season or individual shows. Visit our website: www.genevatheatreboosters.org for ad and payment deadlines for each show.

Order Form – *SEE BOOSTER WEBSITE FOR DUE DATE*

Company: _____

Contact: _____

Address: _____ City/State/ZIP: _____

Phone: _____ Cell: _____ Email: _____

Check#: _____ Check Amount: _____ Date: _____

*Renew my ad, after the first year, for 1__ 2__ 3__ 4__ 5__ additional year(s). _____

Authorizing Signature: _____

Notes: _____

To order:

- 1) Complete order form.
- 2) Check box with ad size.
- 3) Send artwork to: debbiedraus@fagansinc.com
- 4) Make check out to: Geneva Theatre Boosters
Advanced payment required for ALL ads.
- 5) **Mail check & order form** to Geneva Theatre Boosters
c/o Geneva High School
416 McKinley Ave, Geneva IL 60134
- 6) For questions send Email to:
info@genevatheatreboosters.org



Can't advertise? Please consider donating

- Friend \$25
Your name listed on our website
- Patron \$75
Your name listed on our website and in the playbill
- Benefactor \$150
All of the above + 2 tickets per production
- VIP \$250
All of the above + 4 tickets per production

(Form Rev. 071621.24)

Ad sizes are based on a 5.5" wide by 8.5" high playbill page.