



London Community Players



Where Londoners Play a Part

Ads & Content Deadlines, Format & Rate Information for the 2010-2011 Season Program

SUBMISSION DEADLINES

Deadlines for all ads, program content and related materials are as follows:

The Three Musketeers Monday, September 6, 2010	I'll Be Back Before Midnight Monday, October 4, 2010
The Nutcracker Monday, November 22, 2010	The Tale of the Allergist's Wife Monday, January 3, 2011
The Duchess of Malfi Monday, January 31, 2011	Picnic Monday, April 18, 2011
The Solid Gold Cadillac Monday, May 23, 2011	

ACCEPTED DIGITAL FILE FORMATS (Text Content & Graphics)

All files should be submitted in any of these 3 formats:

- Word DOC or DOCX formats for program content/text
- TIFF (Flattened), EPS (With all type outlined) or PDF formats for graphic content/ads

ACCEPTED AD SIZES & RATES

All files should be submitted in any of these 3 ad sizes – Rates are included:

- **¼ Page Ad** – 5" (width) x 1.8125" (height)
 - Full Season, Black & White (7 Productions) - **\$150**
 - One Show Only, Black & White - **\$50**
- **½ Page Ad** – 5" (width) x 3.75" (height)
 - Full Season, Black & White (7 Productions) - **\$300**
 - One Show Only, Black & White - **\$75**
- **Full Page Ad** – 5" (width) x 7.625" (height)
 - Full Season, Colour, Inside Back Cover Only (7 Productions) - **\$850**
 - Full Season, Black & White (7 Productions) - **\$600**
 - One Show Only, Black & White - **\$150**

ACCEPTED DIGITAL FILE FORMATS & INFORMATION

All graphic files must be submitted with these conditions in mind:

- Saved in CMYK (for Colour) or Grayscale (for Black & White)
- Have resolution or raster effects set to a minimum of 300ppi at 100% the finished size of the ad
- All fonts must be converted to paths or outlined – or the entire file flattened
- Files may be compressed with WinZip only
- Files must be in Windows PC compatible format only
- Files are to be emailed to Barry Tepperman, LCP Director of Marketing & Advertising:
barry.tepperman@schulich.uwo.ca
- Files may also be provided on CD/DVD to the London Community Players Office:
London Community Players/Palace Theatre Administration Office
708 Dundas Street East,
London, Ontario N5W 2Z4

If you do not have an ad ready for print, an ad can be laid out for you. Layout fees will apply.
For more details, contact Barry Tepperman at: barry.tepperman@schulich.uwo.ca

PALACE THEATRE