



CENTERSTAGE Program Book

PROVIDENCE PERFORMING ARTS CENTER

ADVERTISING CONTRACT: 2017 / 2018 BROADWAY SEASON

SIZE	DIMENSION (W x H)	BLACK & WHITE	FOUR - COLOR
Full Page	4 3/4 x 7 1/2	\$ 7,560.00	\$ 7,875.00
Half Page	4 3/4 x 3 3/4 (horizontal)	\$ 4,360.00	\$ 4,725.00
HALF PAGE	2 3/8 x 7 1/2 (vertical)	\$ 4,360.00	\$ 4,725.00
1/3 PAGE	4 3/4 x 2 1/2	\$ 3,420.00	\$ 3,730.00
1/4 PAGE	2 3/8 x 3 3/4	\$ 2,680.00	\$ 3,000.00
PREMIUM POSITIONS	DIMENSIONS (WxH)	BLACK & WHITE	FOUR - COLOR
BACK COVER	4 3/4 x 7 1/2	\$12,075.00	\$12,390.00
OPPOSITE PROGRAM PAGE	4 3/4 x 7 1/2	\$ 9,660.00	\$ 9,975.00
OPPOSITE BACK PROGRAM PAGE	4 3/4 x 7 1/2	\$ 8,980.00	\$ 9,345.00
INSIDE FRONT COVER	4 3/4 x 7 1/2	\$ 9,660.00	\$ 9,975.00
INSIDE BACK COVER	4 3/4 x 7 1/2	\$ 8,980.00	\$ 9,345.00
PRESIDENT'S PAGE (ONE THIRD SIZE)	4 3/4 x 2 1/2	\$ 8,980.00	\$ 9,345.00

CenterStage Artwork (New art due date August 10, 2017)

SIZE _____ **NEW ART OR RERUN** _____ **B/W OR FOUR COLOR** _____

ADVERTISING TOTAL _____

FINAL / FULL PAYMENT TOTAL (due August 27, 2017) _____

(Easy monthly automatic credit card payment plans are available upon request.)

Enclosed is a check payable to the **Providence Performing Arts Center** as payment for our advertising. I understand that this **payment is non-refundable**, and that **advertising may not be modified or cancelled after printing**. All **artwork must be camera-ready** and proofs will not be provided. I also understand that CENTERSTAGE is pre-printed to keep rates as reasonable as possible; this advertising is non-commissionable.

Company Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____

Fax Number _____

Email _____

Signature _____ Date _____

Signed contracts may be faxed at any time: **ATTENTION: Sharon Corcoran fax # (401) 421-5767**

Mail contracts and payments directly to:

Sharon Corcoran
CenterStage Advertising Sales Representative
Providence Performing Arts Center
220 Weybosset Street
Providence RI 02903-3783



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PROVIDENCE PERFORMING ARTS CENTER
2017 / 2018 BROADWAY SEASON

Thank you for expressing an interest in placing an advertisement in our 2017 / 2018 **CenterStage Program Book**. Enclosed you will find the **CenterStage** contract form and information regarding the procedure for submitting artwork and payments. If you have never placed an ad, please consider some of the many benefits of promoting your business in our **CenterStage Program Book**.

- Generally, our audience is in the 35 – 65 age group.
- *Most of our patrons are well educated, having at least a bachelor's degree with an income range of \$75K plus.*
- Our patrons represent thousands of dollars of purchasing power.
- Your ad will be seen by thousands of our loyal patrons who attend multiple performances each season.
- Patrons regularly bring home their program books and share them with multiple friends and family members after their theatre-going experience.
- They will see your BROADWAY BUZZ ad on our website regularly.
- You are demonstrating your commitment to the arts, while tapping into a market that appreciates your efforts.

About the theatre

- Providence Performing Arts Center opened on October 6, 1928 and is celebrating its 89th Anniversary during the 2017 / 2018 season.
- With more than 3,000 seats and a beautifully-restored interior, the theatre is second only in size in New England to Boston's Citi Performing Arts Center (formerly The Wang Center.)
- This magnificent venue plays host to a wide variety of performances ranging from Broadway musicals, concerts, movies, and ballets and has repeatedly proven its importance in Rhode Island's cultural life.

About the 2017 / 2018 season

Our 2017/ 2018 season will begin in the fall of 2017. Our show schedule, other PPAC information and latest news can be found on our website at www.ppacri.org

If you have any questions, contact:

Sharon Corcoran

CenterStage Advertising Sales Representative

(401) 574-3136

Email: direct@ppacri.org



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**PROVIDENCE PERFORMING ARTS CENTER
2017 / 2018 BROADWAY SEASON**

WHAT TO SUBMIT

- High Resolution PDF (preferred), TIFF or JPEG

FILE REQUIREMENTS

- All images must be at least 300dpi
- All fonts should be converted to outlines or embedded in file
- All files must be CMYK
- Document size must be the correct ordered ad size
- Ad must be ready to send to printer as supplied, no additional proofs will be supplied by PPAC or printer.
- If ad needs to have any changes made, additional charges will be billed to the client

WHERE TO SEND ARTWORK

Send artwork to:

lindsay@falconedesign.com

**If you have any questions, contact:
Sharon Corcoran
CenterStage Advertising Sales Representative
(401) 574-3136
Email: scorcoran@ppacri.org**