

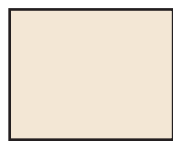


ADVERTISING RATES AND SPECIFICATIONS

Your ad in our show programs promotes your business to thousands of our loyal patrons for every show. And your contribution greatly helps ALT!

Ad Type	Orientation	Ad Size	Rate for Single Show Program	Rate for Multiple Show Programs
Full Page Ad	Vertical Layout Only	5" wide x 8" high	\$400.00	\$375.00 each
Half Page Ad	Horizontal Layout Only	5" wide by 4" high	\$240.00	\$220.00 each
1/4 Page Ad	Vertical Layout	2.5" wide by 4" high	\$120.00	\$100.00 each
1/4 Page Ad	Horizontal Layout	5" wide by 2" high	\$120.00	\$100.00 each
1/8 Page Ad	Horizontal Layout	2.5" wide by 2" high	\$60.00	\$50.00 each

*Our back cover page, which is full color, is \$500 for one show, or \$450 for multiple shows. (A great value!)



Half Page Ad
5"x4"



1/4 Page Ad
(Vertical)
2.5"x4"



1/4 Page Ad
(Horizontal)
5"x2"



1/8 Page Ad
2.5"x2"

To advertise in an Albuquerque Little Theatre Show program, or to become a sponsor, please contact Bradley Fuller at Brad@abqllitheatre.org OR 505-242-4750 ext. 4

Design Rates:

- \$40 for Ad Design or Re-design
- \$60 for Full Page Ad Design or Re-design
- \$10 for minor changes/updates to ads
- \$20 for significant changes/updates to ads

IMPORTANT: If you would like to provide your own ad artwork, please review the following specifications. Submissions that do not conform to these specs will incur additional fees*.

- Please make sure that your ad is sized correctly. (See dimensions above.)
- All artwork must be created or scanned at a resolution of **300 dpi**.
- Please submit **grayscale** ("black-and-white") files if possible.
(NOTE: **Back cover ad** should be submitted in CMYK color mode.)
- **Accepted file types:** .jpg, .pdf, .tif, .eps, .ai, or .psd (**NO Word, Excel, or Pub, etc.**)
- For native **Adobe Illustrator** or **Photoshop** files (.ai or .psd): **All fonts must be included** in the file as either **outlined, embedded, or rasterized**.
- **InDesign** or **Quark** files: **Please export to PDF.**
- **Only digital files** will be accepted.

PLEASE NOTE: *Ad submissions that do not fit these specifications will incur a **\$40 reformatting fee**. If you have any questions about how to prepare your artwork, please contact our Graphic Designer at Natalie@NNNdesign.com.

******All ad payments and artwork must be received no later than 14 days before Opening Night of the show.******

PAYMENT INFO: To pay via credit card over the phone, please call Dehron Foster at (505) 242-4750 x6 OR send a check made payable to Albuquerque Little Theatre to:

Dehron Foster
Albuquerque Little Theatre
224 San Pasquale SW Albuquerque, NM 87104