



Advertising Rate Sheet- CENTERSTAGE

Advertising rates for **CENTERSTAGE**, the official program of the Broken Arrow Performing Arts Center, are as follows:

- Full-page advertisement: **\$1,000** (actual size is 5.5" x 8.5") and includes full-color processing. Advertisement may also bleed if needed (please include a one-eighth inch bleed on all sides). Price is indicative of an inside advertising with placement at the discretion of the editorial staff. Special rates apply for inside covers, back cover and sponsorship advertising. Please inquire with BAPAC staff for additional details. Ad will run in program all season and will be distributed at all venues with a circulation of roughly 10,000 patrons.
- Half-page advertisement: **\$500** (actual size is 5.5" x 4.25") and includes full-color processing. Advertisement should not have any bleeds and may be slightly reduced in size for final publication. If size is reduced, it will be less than one percent of original size. Ad will run in program all season and will be distributed at all venues with a circulation of roughly 10,000 patrons.
- Insert advertisement: **\$250** (actual size is 5/5" x 4.25") and will be a black and white advertisement. These advertisements will be included in the insert of the nightly program and will change with each show. Ad will be printed on regular stock paper and will have no bleeds. Advertiser may designate the show playbill in which they wish to be included. Circulation varies with each performance.

Ads will remain the same for entire program run unless an insert advertisement is purchased. Half the cost of the ad is required up front with the remainder to be paid before the end of the calendar year. Advertisers should note that all dates/venues/artists are subject to change and/or cancellation. Deadline for artwork is two months prior to publication.



ART SPECIFICATIONS:

All ads must be CAMERA READY/COPY READY and in a suitable electronic format (PDF, TIFF, JPEG and EPS). All full-color ads must be built to correct specifications, be at least 300 dpi and in CMYK format. Advertiser may ask editorial staff to design the advertisement at no extra charge.

All black and white advertisements for inserts must also be in a suitable electronic format, at least 300 dpi and in GRAYSCALE.

Unless advertisement bleeds (full page ad) all ads may be reduced slightly in size. Reduction will be less than one percent of original size. All ads will run as produced. Advertisers will be able to approve ads built by the PAC staff.