

FOR-PROFIT BUSINESS PROGRAM ADVERTISING

Plano Senior High School Theatre Booster Club

Programs for **TWO** Productions

FREQUENTLY ASKED QUESTIONS

- **WHAT IS THE DEADLINE FOR ADVERTISING?**

Advertising orders and fees must be submitted **no later than Friday, December 18**. This is the only ad deadline you will have for the rest of the school year.

- **WHAT IS A “BUSINESS ADVERTISEMENT?”**

Any advertisement that contains the name or logo of a for-profit business or professional practice. Ads for personal appreciation or not-for-profit organizations are considered “personal supporter ads.”

- **HOW DO I SUBMIT MY ADVERTISEMENT?**

Ads can be submitted:

- In camera-ready layout if designed on a professional design program (e.g., Adobe). Electronic ads in high resolution (**jpeg, pdf, tiff, psb formats only**) can be submitted on CD or via e-mail. Mail to David Hughes at **dlh_6464@yahoo.com**
- As separate creative elements. Advertiser supplies copy & photos/art. Theatre Booster Club will design these ads. All submitted art/photos must be scannable, or submitted in the above formats as noted above.

- **HOW MUCH DOES ADVERTISING COST?**

Rate chart and sizing pages are attached for any for-profit business or professional practice. The pricing listed pays for advertising in the two remaining production programs this school year – winter musical and spring one-act play.

- **WHERE DO I SEND MY PAYMENT & AD ELEMENTS?**

Contracts, art and checks payable to PSHS Theatre Booster Club can be picked up by the person selling the ad, or credit card payment can be made at www.pshstheatre.com or can be submitted to:

PSHS Theatre Booster Club Advertising
Attn: Mr. Greg Arp
Plano Senior High School Theatre Dept.
2200 Independence Parkway
Plano, TX 75075

- **WHAT IF I STILL HAVE QUESTIONS?** Call David Hughes, 214-235-2604, or e-mail at David Hughes at **dlh_6464@yahoo.com**

- **THANKS FOR SUPPORTING THEATRE ARTS AT PSHS!**

BUSINESS PROGRAM ADVERTISING CONTRACT
PSHS Theatre Booster Club
2009-2010 Production Season: Two Remaining Programs

Student Salesperson:

Advertiser: _____ Contact Name: _____

Advertiser's Phone: _____ E-Mail: _____

Ad Type Purchased (circle one):

Full page/outside cover/color	(not available)
Full page/inside cover/color	\$250
Full page/inside non-cover/B&W	\$135
Half page/inside non-cover/B&W	\$85
Quarter page/inside non-cover/B&W	\$50

(NOTE: Advertisers purchasing a cover ad will receive 2 complimentary season tickets. Advertisers purchasing non-cover full-page ads will receive 1 complimentary season ticket. This offer is available for business and professional advertisers only.)

Enclosed (circle one): Camera Ready Ad
Logo Clip/Original Art Photograph *(label with name and phone)*

Format (circle one): Email (dlh_6464@yahoo.com) -or- CD -or- Paper

Ad Headline *(limit 10 words):*

Ad Copy *(limit 25 words):*

Authorized Advertiser

Signature: _____

Title: _____

Payment: Check # _____ -or- Cash -or- Credit Card at www.pshstheatre.com
payable: PSHS Theatre Booster Club