



The Paramount Theater
 215 E Main St, Charlottesville, VA 22902-5231
 E: rosemarymiller@theparamount.net P: 434.293.1010

2016 - 17 Playbill Advertising

Company _____ Contact _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-Mail _____

Please select the desired ad size and program option:

COLOR OPTIONS

Type	Size	Cost
<input type="checkbox"/> Back Cover	5" x 8"	\$4,120
<input type="checkbox"/> Inside Front Cover	5" x 8"	\$2,680
<input type="checkbox"/> Inside Back Cover	5" x 8"	\$2,680
<input type="checkbox"/> Full Page	5" x 8"	\$2,270
<input type="checkbox"/> Half Page	5" x 3.94"	\$1,420
<input type="checkbox"/> Quarter Page	2.44" x 3.94"	\$910
<input type="checkbox"/> Eighth Page	2.44" x 1.9"	\$540

BLACK AND WHITE OPTIONS

Type	Size	Cost
<input type="checkbox"/> Full Page	5" x 8"	\$1,650
<input type="checkbox"/> Half Page	5" x 3.94"	\$1,070
<input type="checkbox"/> Quarter Page	2.44" x 3.94"	\$700
<input type="checkbox"/> Eighth Page	2.44" x 1.9"	\$410

VIDEO SCREEN OPTIONS

Type	Size	Cost
<input type="checkbox"/> With Playbill Ad Purchase	Please see below	\$1,750
<input type="checkbox"/> Video Screen Slide Only	Please see below	\$3,500

ALL COMPLETE AD FILES MAY BE EMAILED TO marangarland@theparamount.net

PLAYBILL (PRINT) ADVERTISING DETAILS:

- All Playbill advertising is on a first come, first served basis and are subject to the approval of The Paramount.
- All ads will run from September 2016-August 2017.
- All print ad sizes are width x height. For full bleed ads, trim size is 5.5" x 8.5." Add .125" bleed on all sides.
- Only camera-ready print ads or files will be accepted for the printed playbill. Ads must be supplied in electronic format. The following formats are acceptable: PDF, Adobe InDesign, or Adobe Illustrator. **PDF is the preferred format; please make sure that PDFs are press-ready (300 dpi with fonts embedded).**

VIDEO SCREEN DETAILS:

- Video Screen ads will display as part of a slide rotation in the Box Office (24 Hours a Day in window facing Downtown Mall pedestrian traffic), in the Theater, and on the Big Screen (when lowered) at all events.
- Ads display for :05s per rotation on a continuous loop.
- Video Screen files should be in .jpg format: 1080p x 1920p, 72 dpi, with a 16:9 aspect ratio. One .jpg per advertiser.

Method of Payment:

- Check enclosed payable to **The Paramount Theater**, a 501(c)(3) corporation
- Credit Card No. (Visa, MasterCard, American Express, or Discover) _____
 Name on Card _____ Exp ___ / ___ Security Code _____
- Please invoice me.

Signature/Date _____

The deadline for ad materials is August 1, 2016.

Send completed form to:

The Paramount Theater
 215 East Main St
 Charlottesville, VA 22902

Questions?

Paramount Contact Name: Rosemary Miller
Phone: (434) 293-1010
E-Mail: rosemarymiller@theparamount.net

For office use only

Contract Received _____
 Ad Copy Received _____
 Payment Received _____