

Cal Revels Presents “Christmas in Wales” December 2016

LAST YEAR in 10 PERFORMANCES in DECEMBER
At the SCOTTISH RITE THEATRE on LAKE MERRITT
Our audience totaled 8,000.



Our program is interactive—every audience member has to read it to follow along and to sing with us—therefore everyone there will see your advertisement.

The tickets are \$20-60, it is a family affair for all ages, so you know that our audience has taste, disposable income, and goes out for a good time!

VIEW 2015 PROGRAM BY CLICKING ON THIS LINK:

<http://californiarevels.org/media/CalRevels%202015%20Program%20FINAL%20PROOF.pdf>

We play on these dates and times:

Opening Night Friday December 9th, 8pm
Saturday December 10th (2 shows) 1pm, 5pm
Sunday December 11th (2 shows) 1pm, 5pm
Friday December 16th 8pm
Saturday December 17th (2 shows) 1pm, 5pm
Sunday December 18th (2 shows) 1pm, 5pm

- **You receive 4 complimentary admissions with your ad**
- **We'll design your ad for free.**

SIZES	DIMENSIONS	RATES B&W (INQUIRE FOR COLOR)
FULL PAGE	4.75 HZ x 7.25 VT	\$799
HALF PAGE Horizontal	4.75 HZ x 3.50 VT	\$499
HALF PAGE Vertical	2.25 HZ x 7.25 VT	\$449
THIRD PAGE Horizontal	4.75 HZ x 2.25 VT	\$399
THIRD PAGE Vertical	2.25 HZ x 4.75 VT	\$349
DINING GUIDE	4.75 HZ x 2.00 VT	\$299
SIXTH PAGE	2.25 HZ x 2.25 VT	\$249

TO RESERVE AN AD OR FOR MORE INFORMATION:
John McMullen, Program Ad Sales (510) 459-8264
CalRevelsProgramAds@Gmail.com

Specs for California Revels Program Advertisements 2016

DEADLINE FOR AD SUBMISSION: NOVEMBER 11TH

If you wish for us to design your ad (included!), email your logo jpg and text to George Mattingly by **NOVEMBER 2nd** so he has time to get you a proof (one proof for corrections, please).

SPECS FOR THOSE WHO ARE DESIGNING THEIR OWN AD

COLORS:

- Interior is black and white unless otherwise noted.
- Text and cover both use 150-line screen.
- inside covers + back cover = CMYK, can bleed

FILE FORMATS: (Mac only, except PDF):

- press-optimized PDF PREFERRED (if you're unsure what that means, don't)
- Adobe Illustrator (through 11.0 / CS1), fonts converted to outlines
- Adobe InDesign (through 3.0 / CS1), fonts & links included (please package)
- Hard copy can be scanned by GMD at extra cost.

DELIVERY METHOD:

- E-mail files under 10 Mb to: george@mattinglydesign.com.
- Send files on CD or DVD to address at bottom of this PAGE.
- Include a PDF proof for reference (even if supplying native files).

OTHER:

- Ads must have borders and must be exact size.
- All fonts and linked files must be included. No PC-only files.
- Scanned photos must be 300 ppi at final size; scanned line art must be 1200 ppi.

SEND ADS TO:

george@mattinglydesign.com; CalRevelsProgramAds@gmail.com

QUESTIONS? george mattingly design

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