

American Folklore Theatre

2011 - Playbill Advertising Contract



**- CONTRACT, ARTWORK & 50% PAYMENT DUE BY APRIL 22, 2011 -
- FINAL PAYMENT DUE MAY 20, 2011 -**

Business Name _____
(As you want it to appear in Playbill)

Contact Person _____ Telephone _____

E-mail Address _____ Fax _____

Summer Mailing Address _____

Winter Mailing Address _____ Dates _____

The best way to reach me is: Phone Email Other _____



Email artwork to BOTH sharon@innovativeprintingllc.com and to hfeldman@folkloretheatre.com
Ads Must Be Created in In Design, Adobe Photoshop, Adobe Illustrator and be Mac Compatible.
We PREFER PDF Files As Long As The Fonts Are Embedded and Sizes Are Exact.

CHECK LIST:

- My ad is EXACTLY the same as last year ... NO CHANGES
(Minor adjustments may be necessary to align ad with new sizes outlined on back)
- I have included my 50% payment with this contract.
- I have included 100% payment with this contract.
- I have included 100% payment on/before 4/22/2011.
- My 10% discount (on my ad only) is reflected in my payment
- I have emailed my art work to both addresses.
- I have signed this contract.

FREE Ad Partner Web Link:

- I would like my website linked from the AFT website. Please provide up to 20 words of descriptive copy for your weblink on the back of this contract or e-mail it to hfeldman@folkloretheatre.com

Web Address: _____

- Use Logo from above address.
- Use Logo attached to contract.

CONTRACT TERMS:

1. Final payment must be received no later than May 20 for inclusion in the playbill.
2. AFT will distribute playbills at all performances, June 2011 through December 2011.
3. Advertisers will receive 4 complimentary tickets for AFT's summer season.
4. AFT reserves the right to refuse any advertisement deemed inappropriate by the Board of Directors.
5. Additional fees will be charged to the advertiser if submitted ad is not in correct format or changes are needed.
6. Contracts received without signature and/or payment will be returned. NO ads will be accepted without a signed contract and payment.

PAYMENT OPTION:

- Check enclosed payable to AFT
- Please charge \$ _____ for my ad to my Visa or MasterCard
(If 50% payment is selected, 50% will be charged now & 50% on May 20th.)

Credit Card # _____

Exp. Date _____ V-Code (back) _____

Zip Code (where card is billed) _____

Signature _____

Total Cost of Ad:	_____
-10% Discount (if applicable):	_____
Website Link Payment:	FREE w/ Ad
Minimum 50% deposit enclosed (50% deposits not eligible for discount):	_____
Total Due:	_____

I hereby authorize the insertion of our advertisement in the 2011 AFT program book.

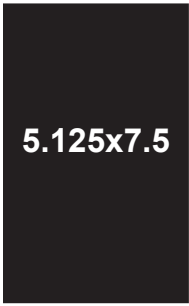
Advertiser _____ Date _____
(signature)

Turn Over For Ad Sizes & Specifications

AD SIZE AND DIMENSION CHOICES

*Your Ad Size from 2010 is marked below for your reference.

PLEASE NOTE ADJUSTMENTS - FOR YOUR CONVENIENCE AFT's AD SIZES NOW MATCH THOSE OF DOOR COMMUNITY AUDITORIUM & BIRCH CREEK



5.125x7.5

full page

\$1,060

2010 Ad Size



5.125x3.75

1/2 page

\$575

2010 Ad Size



2.5
x
7.5

1/2 page

\$575

2010 Ad Size

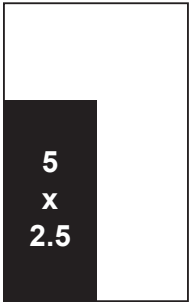


5.125x2.5

1/3 page

\$425

2010 Ad Size



5
x
2.5

1/3 page

\$425

2010 Ad Size

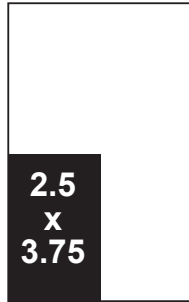


5.125x1.75

1/4 page

\$315

2010 Ad Size



2.5
x
3.75

1/4 page

\$315

2010 Ad Size



2.5
x
2.5

1/6 page

\$245

2010 Ad Size

back cover: \$1,180

2010 Ad Size

inside back/front cover: \$1,125

2010 Ad Size

WEBLINK TEXT

Please provide up to 20 words of descriptive copy for your weblink here or e-mail it to hfeldman@folkloretheatre.com

If you have any questions, please call Holly Feldman at the AFT office: 920-854-6117

You may pay in full or send 50% payment now, and 50% no later than May 20, 2011 payable to AFT, along with the white copy of this contract and your hard or digital copy of ad to:

American Folklore Theatre
P.O. Box 273 • Fish Creek, WI 54212

Street Address For FedEx or UPS: 10351 Bella Vista Lane, Unit G, Ephraim, WI 54211

SEND ARTWORK TO BOTH sharon@innovativeprintingllc.com & to hfeldman@folkloretheatre.com

AFT OFFICE USE:

Contract Received:

PAYMENT INFO

AMOUNT	CHECK #	CREDIT CARD	DATE
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Ad Received: