

American Folklore Theatre

2008 Playbill Advertising Contract

Ad Prices
Same
As 2007!

**CONTRACT, 50% PAYMENT AND HARD COPY OF AD DUE BY APRIL 4, 2008
FINAL PAYMENT DUE MAY 9, 2008**

10% Discount
on ad if contract
& full payment
is received by
4/4/08

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 ads@doorreminder.com and Carbon Copied to harmony@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
- I Have Included A Hard Copy of My Ad With This Contract.
- I Have included My 50% Payment With This Contract.
- I Have included 100% Payment With This Contract.
- I Have included 100% Payment on/before 4/4/08.
My 10% discount (on my ad only) is reflected in my check or credit card amount.
- I Have E-mailed My Art Work to Both Addresses.
- I Have Signed This Contract.

WEB LINK:

- I would like my website linked from the AFT website for \$15 per year with my ad purchase. Please provide up to 20 words of descriptive copy for your weblink on the back of this contract or e-mail it to harmony@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 9 for inclusion in the playbill.
2. Contracts received without hard copy of ad attached will not be placed unless the ad is the same as last year.
3. AFT will distribute playbills at all performances, June 2008 through December 2008.
4. Advertisers will receive 4 complimentary tickets for AFT's summer season.
5. AFT reserves the right to refuse any advertisement deemed inappropriate by the Board of Directors.
6. Additional fees will be charged to the advertiser if submitted ad is not in correct format or changes are needed. Charges will be billed directly from the Door Reminder.
7. 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 9th.)

Credit Card # _____

Exp. Date _____

Zip Code (where card is billed) _____

Signature _____

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

Total Due:

I hereby authorize the insertion of our advertisement in the 2008 AFT program book.

Advertiser _____ Date _____
(signature)

Turn Over For Ad Sizes & Specifications

**Ad Prices
Same
As 2007!**

AD SIZE AND DIMENSION CHOICES

*Your 2007 Ad Size is marked below for your reference.

**10% discount
on ad if contract
& full payment
is received by
4/4/08**



5x7.5

full page

\$1,010

2007 Ad Size



5.125x3.75

1/2 page

\$550

2007 Ad Size



2.5
x
7.875

1/2 page

\$550

2007 Ad Size

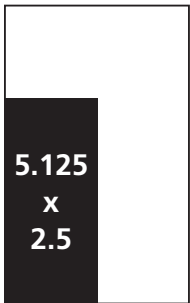


5.125x2.5

1/3 page

\$405

2007 Ad Size



5.125
x
2.5

1/3 page

\$405

2007 Ad Size

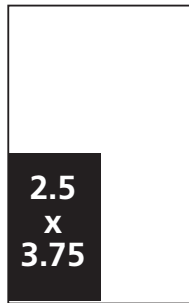


5.125x1.875

1/4 page

\$300

2007 Ad Size



2.5
x
3.75

1/4 page

\$300

2007 Ad Size



2.5
x
2.5

1/6 page

\$235

2007 Ad Size

back cover: \$1,125

2007 Ad Size

inside back/front cover: \$1,075

2007 Ad Size

WEBLINK TEXT

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

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

You may pay in full or send 50% payment now, and 50% no later than May 9, 2008 payable to AFT, along with the white copy of this contract and your hard copy of ad to:

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

Street Address For Fed. Ex, UPS, etc: 10351 Bella Vista Lane Ephraim, WI 54211

SEND ARTWORK TO ads@doorreminder.com & CARBON COPY to harmony@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: