



Advertising in *All Stages*

Rates & Dimensions

Ad size	Dimensions	Price
Full Page, Back Cover	colour: 11" high x 6.5" wide	\$525.00
Full page, Interior	colour: 9.5" high x 7" wide	\$420.00
Full Page, Interior	b&w: 9.5" high x 7" wide	\$236.00
1/2 Page, Interior	colour: 4.625" high x 7" wide	\$236.00
1/2 Page, Interior	b&w: 4.625" high x 7" wide	\$147.00
1/4 Page, Interior	b&w: 4.625" high x 7" wide	\$105.00

All prices include GST. Clients will be invoiced by Theatre Alberta following publication of the ad. *All ads must be professionally designed.*

Submission Deadlines & Publication Dates 2011/2012

Issue	Ad Submission Deadline	Publication Mail-out Date
Fall 2011	July 8, 2011	August 26, 2011
Winter 2011	October 14, 2010	December 2, 2011
Spring 2012	January 13, 2011	March 2, 2012

Space is limited: we suggest booking ads *at least 1-2 months prior to the ad submission deadline*. We are now accepting bookings for all upcoming issues (please fill out an ad request form). *Ads are booked at the discretion of Theatre Alberta*. While ads are booked on a first-come first-served basis, efforts will be made to ensure organizations receive fair geographic representation.

Ad Format

Theatre Alberta accepts only digital ad material. Electronic files must be submitted via email in one of the following formats:

- PDF, press optimized, 300 dpi
- Photoshop TIF, EPS, 300 dpi
- InDesign CS with all fonts/images
- Illustrator EPS with all fonts/images included (or fonts converted to paths)
- MacIntosh format Quark 5.0 or later with all fonts/images

Colour ads must be submitted CMYK process colour (not spot colour). All other artwork should be submitted in black/white or greyscale (not CMYK format). Please ensure all images are 300 dpi, at 100% of printed size. Press-ready artwork must include all images and printer/screen fonts.

Ads placed in Theatre Alberta's Newsletter should conform to mechanical and size requirements. Production charges will be applied for material supplied other than specified. Charges incurred to convert files to appropriate electronic file formats will be charged to the client.



Half Page:

Colour: \$236.00

B&W: \$147.00

4.625" high x 7" wide

For all ad sizes, please supply high-resolution files (at least 300 dpi at actual size) in colour, greyscale or b/w. Height & width are not interchangeable. Prices include GST.

Full Page:

Colour: \$420.00

B&W: \$236.00

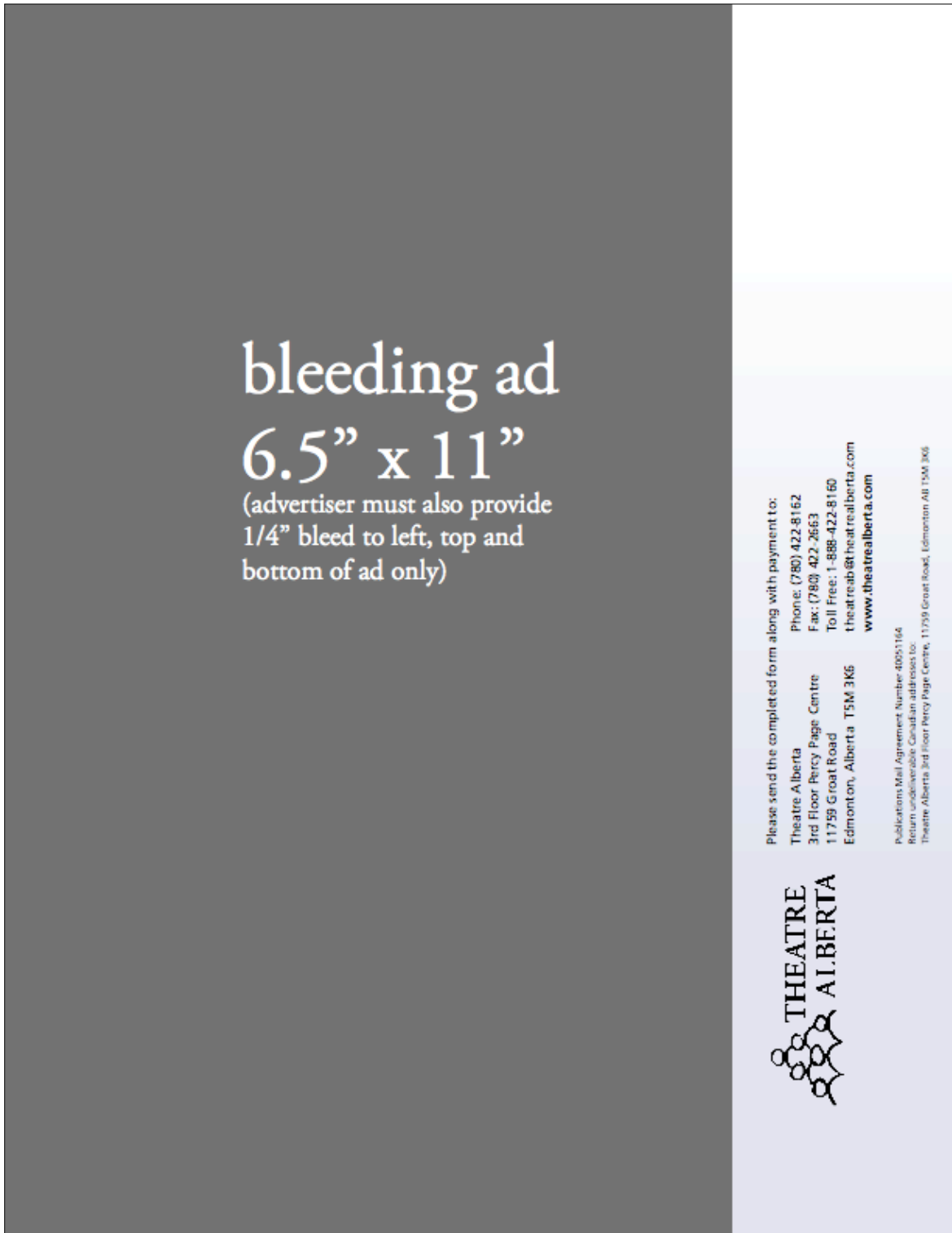
9.5" high x 7" wide

Quarter Page:

B&W: \$105.00

2.25" high x 7" wide

Full Page, Back Cover: \$525.00 (includes GST)
Size: 11" high x 6.5" wide (bleeding ad)




bleeding ad
6.5" x 11"
(advertiser must also provide
1/4" bleed to left, top and
bottom of ad only)

Please send the completed form along with payment to:
Theatre Alberta
3rd Floor Percy Page Centre
11759 Groat Road
Edmonton, Alberta T5M 3K6

Phone: (780) 422-8162
Fax: (780) 422-2663
Toll Free: 1-888-422-8160
theatreab@theatrealberta.com
www.theatrealberta.com

Publications Mail Agreement Number: 40051164
Return undeliverable Canadian addresses to:
Theatre Alberta 3rd Floor Percy Page Centre, 11759 Groat Road, Edmonton AB T5M 3K6



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ALBERTA

* Mock-up of back cover, not to scale.