

Northern Sky Theater

2024 - Playbill Advertising Contract



NORTHERN SKY
THEATER

- CONTRACT & FULL PAYMENT DUE DECEMBER 20, 2023 FOR DISCOUNT -
- ARTWORK DUE APRIL 15, 2024 -



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

Contact Person _____ Phone _____

E-mail Address _____

Mailing Address _____
(If different from previous year)

City _____ State _____ Zip _____

Website _____
☐ I'm interested in 2024 Show Sponsorships.
Sponsors receive 50% off 1/2 or full page ads.

Email artwork to Ann Birnschein at ann@northernskytheater.com

We Prefer PDF Files - All Fonts Embedded and Exact Ad Sizes (see back).

Ad Files Must Be Mac Compatible and in Adobe Acrobat, InDesign, Photoshop, or Illustrator file formats.

AD CHECK LIST:

- ☐ Use my ad from last year ... NO OTHER CHANGES
☐ I have emailed my new artwork (color or b/w accepted).

Paid by 12/20/23

- ☐ Full Page \$1,120
☐ 1/2 Page \$650
☐ 1/3 Page \$510
☐ 1/4 Page \$390
☐ 1/6 Page \$310
☐ Premium Ad
(5 Spots See Back)

Paid AFTER 12/20/23

- ☐ Full Page \$1,220
☐ 1/2 Page \$690
☐ 1/3 Page \$540
☐ 1/4 Page \$420
☐ 1/6 Page \$340
☐ Premium Ad
(5 Spots See Back)

See Reverse Side For Ad Sizes & Specifications

Payment ON or BEFORE 12/20/2023

Total Cost of Ad: _____

Payment AFTER 12/20/2023

Total Cost of Ad: _____

Balance Due (if any): _____

I hereby authorize the insertion of our business advertisement in the 2024 Northern Sky playbill.

Advertiser _____
(signature)

Date _____

PAYMENT METHOD:

- ☐ Check enclosed payable to Northern Sky
☐ Please charge \$ _____
for my ad to my ☐ Visa or ☐ MasterCard
(If payment plan is desired,
50% will be charged now & 50% on May 10th.)
Card # _____
Exp. _____ CVC # _____ Zip(billing) _____
Signature _____

CONTRACT TERMS:

1. Final payment must be received no later than May 10 for inclusion in the playbill.
2. Northern Sky will distribute playbills at all performances, June 2024 – October 2024.
3. Advertisers will receive complimentary tickets for Northern Sky's Red Carpet Night.
4. Northern Sky 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 significant changes are needed.
6. Contracts received without signature and/or payment may be returned.
Ads may not be accepted without a signed contract and payment.

QUESTIONS?

Email Ann Birnschein at ann@northernskytheater.com

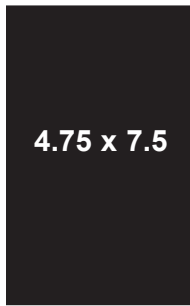
OFFICE USE ONLY:

\$ PAID _____ \$ DUE _____ INV # _____

AD SIZE AND DIMENSION CHOICES

SPECIAL DISCOUNT FOR EARLY BIRD ADVERTISERS

Submit this contract + full payment by 12/20/23 and receive a discount



☐ Full pg

\$1,120 Discount

\$1,220 Regular



☐ 1/2 pg hz

\$650 Discount

\$690 Regular



☐ 1/2 pg vt

\$650 Discount

\$690 Regular



☐ 1/3 pg hz

\$510 Discount

\$540 Regular



☐ 1/3 pg vt

\$510 Discount

\$540 Regular



☐ 1/4 pg hz

\$390 Discount

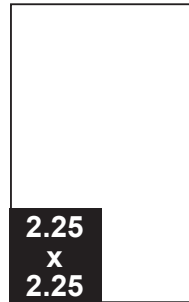
\$420 Regular



☐ 1/4 pg vt

\$390 Discount

\$420 Regular



☐ 1/6 pg

\$310 Discount

\$340 Regular

Artwork Deadline:

April 15, 2024

Required Formats:

Resolution = 300 dpi

Preferred Format:

Print Quality PDF with no crop marks
or Adobe InDesign with
supporting images and fonts.

Accepted Formats:

Adobe Illustrator, Adobe Photoshop, PDF,
JPEG, PSD, TIFF, EPS. All fonts & images
must be included. *Do NOT send Microsoft
Publisher, Word, PowerPoint or QuarkXPress
documents.*

Color Ads must be in CMYK.

Do NOT include Spot Colors nor RGB colors.

Ad Questions?

Contact Ann Birnschein 920-559-1039 or
ann@northernskytheater.com.

Email Artwork to:

ann@northernskytheater.com

ARTWORK / DESIGNER INFO:

Name: _____

Phone: _____

Email: _____

FULL PAGE PREMIUM AD SPACE

By 12/20 ☐ Back \$1,300 ☐ Inside Front \$1,230 ☐ Inside Back \$1,230 ☐ Facing Inside Fr/Bk \$1,230

After 12/20 ☐ Back \$1,400 ☐ Inside Front \$1,340 ☐ Inside Back \$1,340 ☐ Facing Inside Fr/Bk \$1,340

FREE Ad Partner Web Link:

☐ I would like my website linked from the Northern Sky website. Please email up to 20 words of descriptive copy for your weblink to ann@northernskytheater.com ☐ Use descriptive copy from last year.

Website: _____ ☐ Use Logo from our ad. ☐ Use Logo emailed.

Questions? Please call Ann Birnschein at 920-633-3230.

You may pay in full or send 50% payment now, and 50% no later than May 10, 2024 payable to Northern Sky Theater.

Please make a copy for your records and send this contract with your hard copy or digital copy of ad to:

Northern Sky Theater

9058 County Road A, Fish Creek, WI 54212

SEND ARTWORK TO: Ann Birnschein at ann@northernskytheater.com