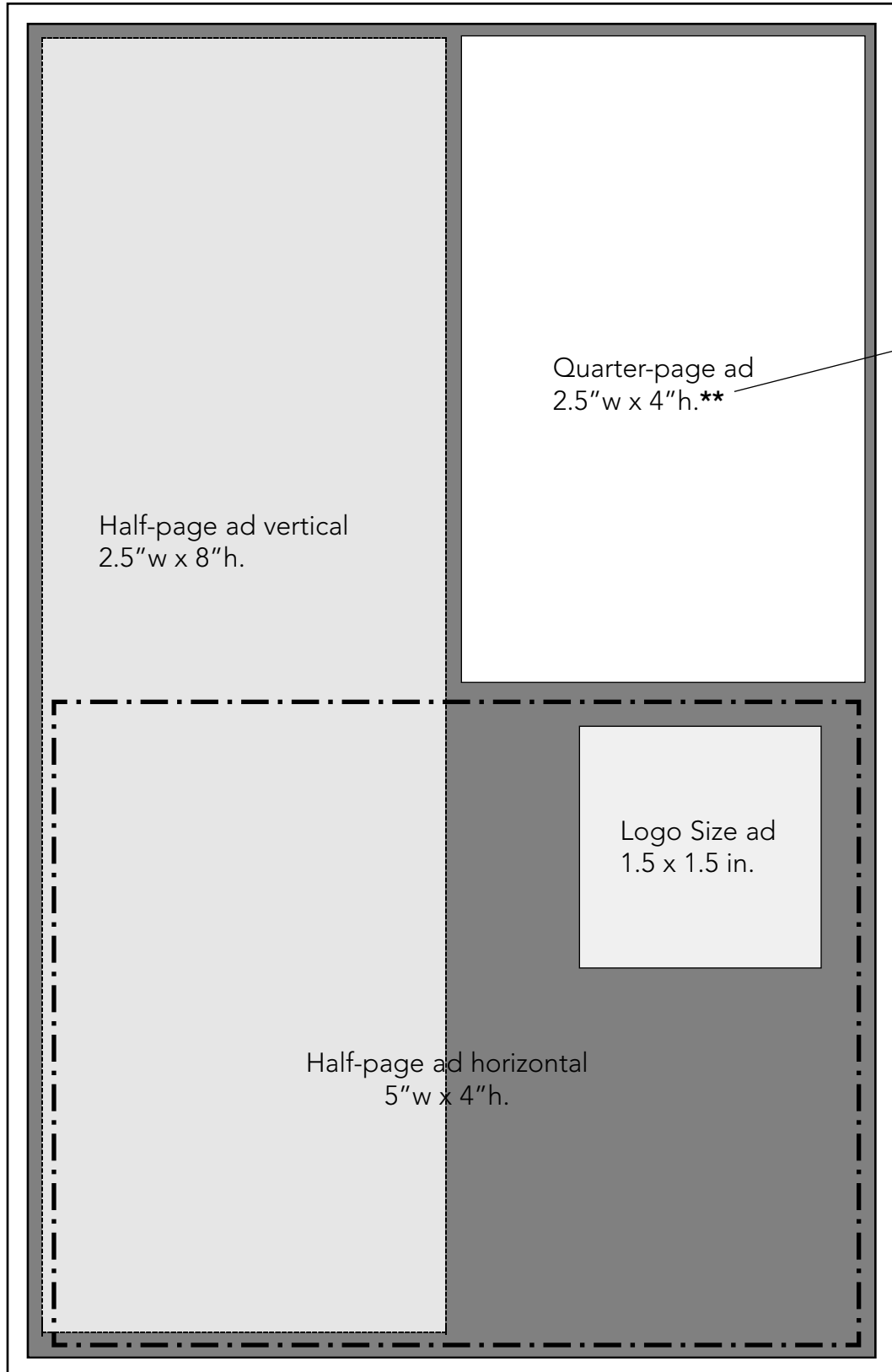


# Hill-Stead Museum Sunken Garden Poetry Playbill Ad Specs 2010

AD SIZE / PLACEMENT	Standard Rate Reserve by 4/15/2010	Non-Profit Rate Reserve by 4/15/2010 Less 15%	STD & NP w/EB Discount Reserve & pay by 3/15/2010
Front or Back Inside Cover (Full)	\$1,700	\$1,445	\$1,275
Full Page	\$1,500	\$1,275	\$1,125
Half Page	\$ 900	\$ 765	\$ 675
Quarter Page	\$ 550	\$ 468	\$ 412
Logo size	\$ 125	N/A	N/A



Poetry playbill trimmed size:  
5.5" w x 8.5" h (outer solid line)

Full page ad **no bleed**:  
5.25" w x 8.25" h max  
(darker shaded bg box)

Full page ad **with bleed**:  
5.625" w x 8.625" h  
(add 1/16" to each side)

\*\*Quarter-page horizontal (2.5" h x 4" w), is allowed, but not encouraged, since only three fit to a page.

## PREPARING THE FILE

Accepted formats:

1. JPEG (300 dpi, CMYK)
2. PDF (300 dpi, CMYK images; fonts embedded; press quality)
3. QXP (*only* if created on PC; images CMYK; files collected)

## DELIVERING THE AD

1. Email your ad **no later than April 30, 2010\*** to: [cagenello@hillstead.org](mailto:cagenello@hillstead.org). Please put Poetry Playbill Ad 2010 in the subject line. **\*\$50 charge** for files received later than May 1, 2010.

## OR

2. Mail or deliver a PC-formatted CD with your ad, including a note that it is for the Poetry Playbill 2010, to:

ATTN: C. Cagenello  
Marketing Manager  
Hill-Stead Museum  
35 Mountain Road  
Farmington, CT 06032.