



P.O. Box 202588  
 Austin, TX 78720  
 (512) 740-3208

# Zilker Summer Musical Program Ad Space Information

Note: As indicated in the Sponsorship agreement, each Sponsor (\$2,500+) will receive an advertisement in the Zilker Summer Musical's program for *Mamma Mia!*

**All Advertising payments and artwork must be received by May 15, 2020**

- 10,000 programs are scheduled for printing with an estimated circulation of 45,000+ viewers
- Programs are distributed free at performances of the Zilker Summer Musical (July 10 - August 16, 2020) as well as on [ZTP's website](#) during and after the run.
- Program covers are printed full-color. Inside pages printed in *black ink* only.

Full page	\$1,500
Half page (horizontal or vertical)	\$1,000
Quarter page (horizontal or vertical)	\$500
Eighth* page ("Business Card size") ( <u>horizontal only</u> )	\$250

### **Preparation of the ad:**

All ads will be placed with a 0.5-point rule line around them. Please do not put the rule around the ad. Also, please verify the artwork submitted fits within the dimensions and is in the correct orientation according to the ad size purchased (or received based on an in-kind donation). Actual ad sizes (decimal inches) are indicated below.

<b>Ad Size</b>	<b>Wide</b>	<b>High</b>
Full Page	7.5 in.	10 in.
Half Page (horizontal)	7.5 in.	4.875 in.
Half Page (vertical)	3.625 in.	10 in.
Quarter Page (horizontal)	7.5 in.	2.375 in.
Quarter Page (vertical)	3.625 in.	4.875 in.
Eighth* Page ( <u>horizontal only</u> )	3.625 in.	2.375 in.

\* Note: A standard-sized, horizontally-oriented business card fits easily in an eighth page ad space

**FULL PAGE AD**

**7.5 in. (wide)  
x 10 in. (high)**



*P.O. Box 202588  
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**1/2 Page VERTICAL Ad**

**3.625 in. (wide)  
x 10 in. (high)**



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**1/8 Page HORIZONTAL Ad**

(size fits a horizontally-oriented  
business card)

**3.625 in. (wide)  
x 2.375 in. (high)**

**1/4 Page VERTICAL Ad**

**3.625 in. (wide)  
x 4.875 in. (high)**



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**1/8 Page HORIZONTAL Ad**  
(size fits a horizontally-oriented  
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**3.625 in. (wide)**  
**x 2.375 in. (high)**

**1/4 Page HORIZONTAL Ad**

**7.5 in. (wide)**  
**x 2.375 in. (high)**

**1/2 Page HORIZONTAL Ad**

**7.5 in. (wide)**  
**x 4.875 in. (high)**