

display advertising

rates (per insertion)

member rates**

size	1-month	3-month*	6-month*	12-month*	color fee	placement
back page	\$1,220	\$1,163	\$1,094	\$1,014	N/A	N/A
full page	\$795	\$758	\$719	\$639	\$325	plus 20%
2/3 page	\$535	\$497	\$482	\$428	\$250	plus 20%
1/2 page	\$399	\$361	\$342	\$316	\$200	plus 20%
1/3 page	\$315	\$299	\$283	\$252	\$150	plus 20%
1/6 page	\$170	\$163	\$154	\$136	\$125	plus 20%
1/12 page	\$105	\$100	\$95	\$84	\$N/A	plus 20%

non-member rates

size	1-month	3-month*	6-month*	12-month*	color fee	placement
back page	\$1,370	\$1,313	\$1,244	\$1,164	N/A	N/A
full page	\$960	\$914	\$865	\$769	\$325	plus 20%
2/3 page	\$645	\$590	\$559	\$497	\$250	plus 20%
1/2 page	\$480	\$456	\$432	\$384	\$200	plus 20%
1/3 page	\$375	\$356	\$337	\$300	\$150	plus 20%
1/6 page	\$205	\$192	\$182	\$162	\$125	plus 20%
1/12 page	\$125	\$118	\$109	\$97	\$N/A	plus 20%

* discounts for multiple months are only available with a signed Insertion Order.

**become a company/organizational member of Theatre Bay Area for just \$85 per year to get these rates.

Advertisements that do not adhere to the Mechanical Requirements Sheet are subject to additional charges as set by the magazine's printer, which charges at a rate of \$95/hour and bills by the quarter-hour. Changes to advertisements made by the printer are also subject to additional charges. Theatre Bay Area magazine is not responsible for typographical errors in advertisements.

display advertising

ad sizes & mechanical requirements

Please use the measurements at right when designing your ad (do *not* measure the ads in the magazine to determine size). Page trim size is 8.5 x 11. For bleed ads, keep live matter 0.25 inches inside trim dimensions. Non-bleed live matter should not exceed 8 x 10. Ads should be framed in a keyline sized to match the listed dimensions.

Required Material

Ads must be provided in either PDF or TIFF format. No other formats will be accepted. Scans must be 100% output size, 300 dpi for halftones and 600 dpi for line work.

Ads in color should be CMYK. Black & white ads must be submitted in black & white. All fonts, images and other elements must be embedded in the PDF or TIFF file.

Delivery














Please email files to displayads@theatrebayarea.org. Files over 12MB, please load to an FTP and send instructions or mail a CD-ROM to 870 Market Street, Suite 375, San Francisco, CA 94102. Please contact ad manager for instructions at (415) 430-1140, ext. 22. File compression: Stuffit on a Mac and WinZip on a PC. We strongly recommend you fax a copy of the ad exactly as it appears in the document to the Theatre Bay Area office at (415) 430-1145.

Late Ads

Any ads submitted after the due date will be subject to a late fee assessed by the printer.

Production Charges

Ads that don't adhere to any portion of this Mechanical Requirements sheet are subject to additional charges as set by the printer. The rates are \$95/hour and billed by the quarter-hour. Changes made by the printer are also subject to additional charges. To avoid additional charges, we *highly* recommend you have a professional designer create your ad. If any of the above specs doesn't make sense to you, it's a sign that you could benefit from hiring a designer. We can't create your ad in-house, but can refer you to a local graphic designer for hire at the time you complete the Insertion Order. A reminder that *Theatre Bay Area* magazine is not responsible for typographical errors. Please proofread your ads carefully.

size	width	height	orientation
full page	8"	10"	
two-page spread	16.5"	10"	
back cover	8"	8"	
2/3 page	4.625"	10"	
1/2 page vertical	4.625"	7.25"	
1/2 page horizontal	7.25"	4.875"	
1/3 page vertical	2.25"	10"	
1/3 page square	4.625"	4.875"	
1/6 page vertical	2.25"	4.875"	
1/6 page horizontal	4.625"	2.375"	
1/12 page	2.25"	2.375"	
full page (bleed)	8.75"	11.25"	
two-page spread (bleed)	17.25"	11.25"	

e-mail banners


Banner advertising in our weekly patron e-newsletter, The Theatregoer, is an inexpensive way to reach a very targeted core group of arts consumers who are interested in events exactly like yours. Banners must be static *.gif or *.jpg files. To book e-mail banner space, please contact Clayton Lord at clay@theatrebayarea.org.

Angel FACE
See it today!
Nata is the new black.
(click here)

theatregoer
your weekly guide to insider stories, great tickets, and more!

half-price tix | full-price tix | at the booth | f.a.q. | sign me up!

Blood Brothers
Behind A.C.T.'s *Blood Knot*
▶ [read it all!](#) ▶ [get half-price tix!](#)

 For ACT company members Steven Anthony Jones and Jack Willis, a trip to South Africa to study dialects for *Blood Knot* became a deeper journey through their own histories with and thoughts on race. We conducted two interviews with them in November and December. What follows is an edited transcription:

What were your hopes for the trip?

Jack Willis: I thought the trip would be background. The big goal for me was dialect. It didn't end up being the most important thing about the trip. The most important thing about the trip was trying to wrap your mind around the term "colored." It's the third. In America, there's black and white. Colored is still weird. If you have any non-European blood in you, you're colored.

Steven Anthony Jones: If you're not 100 percent black African. I've done the dialect before. I've done *Master Harold and the Boys*, *The Island*.... But I knew I could get it back. I always love a live model, hearing people who talk that way talk that way. There's a few ways you can approach it. ▶ [read it all!](#)

SEE A PLAY FREE
(click here)

half-price web picks
These shows and more are all available right now at tixbayarea.com!

Adventures of Frisco Fred!
Comedian/Juggler/Magician Frisco Fred blends variety arts with high energy comedy.
▶ [get your tickets!](#)

All Star Comedy & More!
A fast moving showcase of standup comedy and special surprises.
▶ [get your tickets!](#)

All Star Magic & More!
Big Al Catraz hosts a show for the entire family with 4-5 close-up magicians & variety performers.
▶ [get your tickets!](#)

Beckett in Winter II
An evening of Beckett filled with wonderful short plays both poetic and gripping.
▶ [get your tickets!](#)

Big City Improv
Unscripted, unedited and created on the spot, using audience suggestions, participation, and their dark and sordid lies.
▶ [get your tickets!](#)

Cornucopia
Ah Thanksgiving, a time of murder, adultery, drugs, deception, racism, sexism, nepotism, and egotism.
▶ [get your tickets!](#)

[see all available shows!](#)

Hot Shot of the Week
Word for Word's *Sonny's Blues*
▶ [read it all!](#) ▶ [get half-price tix!](#)

From the San Francisco Chronicle:
"All I know about music is that not many people ever really hear it," says the narrator of James Baldwin's "Sonny's Blues." No sooner are the words out of his mouth than Baldwin's prose and an ensemble of Word for Word actors make us hear "Am I Blue?" with an emotional depth that brings a lump to the throat.

Baldwin's much-anthologized short story permeates and transcends the theater in the Word production that opened Friday, produced at, and in association with, Lorraine Hansberry Theatre. Director Margo Hall stages the tale with a light touch, while paying careful attention to Baldwin's exploration of the difficulty of listening and hearing on all levels. ▶ [read it all!](#)

We broadened Randy's horizons.
Will you help us broaden more?

large horizontal



size:

490px by 120px (max. file 30kb)

pricing (per week):

\$250 non-member

\$150 member

square



size:

170px by 140px (max. file 30kb)

pricing (per week):

\$200 non-member

\$125 member

small horizontal



size:

310px by 76px (max. file 30kb)

pricing (per week):

\$125 non-member

\$75 member

web banners

Theatre Bay Area offers a variety of different banner ad sizes through our websites, theatrebayarea.org, which serves primarily arts makers, including actors, directors, designers, and administrators, and tixbayarea.com, which serves the large patron community of the Bay Area.

The diversity of our audience will allow your company to reach across the spectrum of the arts community, from consumers to providers, and everywhere in between. Web banners are an exciting and cost-efficient way to get the attention you seek in a targeted and dynamic forum, speaking specifically to consumers already primed to enjoy your product.

Banners are priced at \$/k, or dollar per thousand impressions, with an impression being each time a page on the site is loaded. Our websites register around 200,000 impressions per month. With \$/k pricing, you can either arrange for your banners to have run-of-site (ROS), meaning they will rotate through all pages on both of our main sites, or can arrange for your banners to be Targeted (T) on only the TIX site or only the Theatre Bay Area site. Banners can be *.gif, *.jpg, or Flash files, and can be animated.

Size requirements and pricing are listed below. We also offer cross-platform packages and discounted rates for long-term ad buys. Contact Clayton Lord at clay@theatrebayarea.org for more information.

skyscraper



size:

160px by 600px (max. file 40kb)

pricing (ROS - min. 20k):

\$9/k non-member

\$7/k member

pricing (T - min. 20k):

\$11/k non-member

\$9/k member

horizontal



size:

728px by 90px (max. file 40kb)

pricing (ROS - min. 20k):

\$9/k non-member

\$7/k member

pricing (T - min. 20k):

\$11/k non-member

\$9/k member

square



size:

185px by 200px (max. file 40kb)

pricing (ROS - min. 20k):

\$8/k non-member

\$6/k member

pricing (T - min. 20k):

\$10/k non-member

\$8/k member

flag



size:

185px by 80px (max. file 40kb)

pricing (ROS - min. 20k):

\$6/k non-member

\$5/k member

pricing (T - min. 20k):

\$7/k non-member

\$6/k member

type of advertising: [] print [] web [] e-mail

return to: 415-430-1145 (fax) or 870 Market St. Suite 375, San Francisco, CA 94102

questions: 415-430-1140 x22 or displayads@theatrebayarea.org



advertising agreement

contact information

company name _____

contact name _____

title _____

billing address _____

city _____

state _____

zip _____

phone _____

email _____

are you a theatre bay area member? [] yes [] no [] no, sign me up! (\$85)

print

ad size: [] full [] back [] 2/3 [] 1/2 V [] 1/2 H
[] 1/3 V [] 1/3 S [] 1/6 V [] 1/6 H [] 1/12

extras: [] preferred placement (+20%) page/section: _____ [] color

frequency: [] 1 mo. [] 3 mo. [] 6 mo. [] 12 mo. [] other

Run dates (month and year): _____

insertion cost: \$ _____ + extras cost: \$ _____ = subtotal: \$ _____

web

ad size: [] skyscraper [] horizontal [] square [] flag

areas: [] ROS [] T - TBA only [] T - TIX only

run dates (month and year): _____

cost: _____ impressions/month at \$ _____ /k = subtotal: \$ _____

e-mail [] the theatregoer (patrons) [] weekly update (industry)

ad size: [] lg. horizontal [] square [] sm. horizontal

run dates (month and year): _____

cost: _____ weeks at \$ _____ /week = subtotal: \$ _____

credit card _____

exp _____

total: \$ _____

signature _____

date _____

advertiser understands and agrees to Ad Agreement and Terms of Acceptance

Terms of Acceptance: Ad Agreement must be received by the first working day of the month prior to publication (December 1 for the January issue). Complete ads must be received by the fifth working day of the month prior to publication. First-time advertisers are asked to pay for their ad in advance. All advertisers will be invoiced the first week of the month prior to publication, and all payments are due within 30 days of the date of the invoice. If the advertiser receives a consecutive insertion discount and cancels before the end of the term, the full non-discount rate will apply for each ad that was published. Cancellation of an insertion order must be made by the first working day of the month prior to publication. Cancellations past the first working day of the month may still result in a charge for the ad. Theatre Bay Area has the right to hold the advertiser liable for money due and payable to Theatre Bay Area. Theatre Bay Area accepts no responsibility for typographical errors in ads. Ads that don't adhere to the Mechanical Requirements Sheet may be subject to additional fees as set by the magazine's printer, which charges \$95/hour and bills by the quarter-hour.