

# 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.

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## 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](mailto: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"	