

# 2017-18 Rose Program Ad Contract

2001 Farnam St. • Omaha, NE 68102

Ad Sales Rep: Earl Bates • Phone: 402-451-7138 • EarLAds@rosetheater.org



COMPANY NAME \_\_\_\_\_  
BILLING ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_  
CITY/STATE/ZIP \_\_\_\_\_ FAX \_\_\_\_\_  
CONTACT PERSON \_\_\_\_\_ E-MAIL \_\_\_\_\_

The Rose agrees to print an advertisement for the above advertiser in its programs for the 2017-18 season for the following rates (non-commissionable), terms and conditions:

AD TYPE/SIZE	ALL PROGRAMS
<input type="checkbox"/> Outside Back Cover (5 X 8)	<input type="checkbox"/> \$ 2,250.00
<input type="checkbox"/> Inside Front Cover (5 X 8)	<input type="checkbox"/> \$ 2,250.00
<input type="checkbox"/> Inside Back Cover (5 X 8)	<input type="checkbox"/> \$ 2,250.00
<input type="checkbox"/> Full Page (5 X 8)	<input type="checkbox"/> \$ 1,950.00
<input type="checkbox"/> Half Page Vertical (2.375 X 8)	<input type="checkbox"/> \$ 1,150.00
<input type="checkbox"/> Half Page Horizontal (5 X 3.875)	<input type="checkbox"/> \$ 1,150.00
<input type="checkbox"/> Quarter Page Vertical (2.375 X 3.875)	<input type="checkbox"/> \$ 850.00
<input type="checkbox"/> Quarter Page Horizontal (5 X 1.8125)	<input type="checkbox"/> \$ 850.00

**NOTE: ALL COVER ads are 4-color.  
All other ads are black & white. Ads do not contain bleeds.**

Ads will run in ALL Rose Theater show programs!  
Babe the Sheep Pig, Madagascar, Van Gogh & Me, The Meaning of Maggie, Seedfolks, Wonderland, Curious George & the Golden Meatball  
Also included: The Best Christmas Pageant Ever AND Disney's Newsies!  
**NEW THIS YEAR:**  
Ads will be placed in the FIRST STAGE Pre-K digital program at NO CHARGE!

Ads will be included in the digital program and may contain a link to a web page of your choice.

PLEASE LINK MY AD TO *(List complete URL)* \_\_\_\_\_  DO NOT LINK MY AD

## Promotional Complimentary Tickets

The Rose will mail the designated number of promotional complimentary tickets to the advertiser upon receipt of the advertiser's camera-ready or digital art and 50% deposit. Tickets will be mailed after August 15, 2017.

## Ad Production

Camera-ready ads or digital files must be correctly sized and received no later than **AUGUST 1, 2017**. Digital files must be submitted as a PDF file. If PDF is not available, .JPG or .PNG format is acceptable. Digital files may be submitted on a flash drive or e-mailed to EarLAds@rosetheater.org. Any expenses incurred in modifying an ad to fit specifications will be charged to the advertiser. **Advertisements not submitted camera-ready will be charged a \$50.00 design fee. ADVERTISEMENTS NOT SUBMITTED AS A DIGITAL FILE WILL BE CHARGED A \$50.00 FEE.**

If your advertisement is not received by The Rose by August 1, 2017 or another specified date agreed upon in advance and in writing, The Rose may insert at its discretion the advertiser's name and address in text only, with any additional printing expenses incurred due to advertising changes charged to the advertiser.

## Please Check One of the Following:

- Camera-ready advertisement is enclosed with this contract (EXTRA \$50.00 FEE CHARGED FOR NON-DIGITAL FORMAT)
- Digital file will be forwarded to The Rose on or before \_\_\_\_\_ (provide on flash drive or e-mail to EarLAds@rosetheater.org)
- Please use my advertisement from last year.
- Please use my advertisement from last year with changes attached. I understand I will be charged a fee not to exceed \$50.00.
- Please typeset my advertisement using mock-up enclosed. I understand I will be charged a \$50.00 design fee.

**New advertisers agree to provide full payment with contract. Previous advertisers agree to pay a 50% deposit due upon receipt of this contract with the balance due upon receipt of a statement.** Please make checks payable to The Rose. Direct questions to Earl Bates at 402-451-7138 or to EarLAds@rosetheater.org. Advertiser has read and agrees to the above terms and conditions and agrees that no verbal commitments, either expressed or implied, are contained herein.

Signature for Advertiser \_\_\_\_\_ Date \_\_\_\_\_  
Signature for The Rose \_\_\_\_\_ Date \_\_\_\_\_

Please sign & return two copies to The Rose Theater. Keep one copy for your records.

**Rose use only:** Date rec'd \_\_\_\_\_ Deposit amt. \_\_\_\_\_ Check # \_\_\_\_\_  Ad  Tickets

Send your contract, payment and camera ready ad to:  
  
The Rose Theater  
c/o Earl Bates, Ad Sales Rep  
2001 Farnam St.  
Omaha, NE 68102  
EarLAds@rosetheater.org