



Post Office Box 2675, Yountville, CA 94599
 www.FolliesduValle.org

2010 PLAYBILL ADVERTISING AGREEMENT

This agreement is for a paid advertisement that will appear in the performance program of the *Follies du Valle* "It's About Time", a musical revue fundraiser starring our own Napa Valley talent, to be held at Lincoln Theater Napa Valley on March 5, 6 & 7, 2010. We are excited to announce that all proceeds from this production go directly to performing arts scholarships for children in our community. Our goal is to send 50 Napa Valley children to the **2010 Lincoln Theater Napa Valley Summer Stock Children's Theatre**.

Company Name: _____ Tel: _____
 Contact Person: _____ Email: _____
 Address: _____ City/Zip: _____
 Mailing Address: _____ City/Zip: _____

The program is "Playbill" size, each page measuring 5 1/2" x 8 _". Ad sizes below.

√ here	Ad Size	Dimensions	Cost	Special Request
	1/2 page Horizontal	4.5" x 3.75"	\$330	
	Full Page	4.5" x 7.5"	\$600	
	Inside Front Cover	4.5" x 7.5"	\$1000	Color – add \$300
	Inside Back Cover	4.5" x 7.5"	\$1000	Color – add \$300
	Back Cover	4.5" x 7.5"	\$1200	Color – add \$300
	Business Card Gallery (Horiz or Vert) See reverse for details	3.5" x 2"	\$200	Camera ready

Space Reservations – 1/30/10

Ad Materials Deadline – 2/5/10

Camera-ready Ads must be in one of the following electronic file forms: *.eps (Illustrator); *.psd (Photoshop); or .pdf (Adobe Acrobat). Submit by email to ev Kahn@juno.com or by CD sent to *Follies du Valle*, P.O. Box 2675, Yountville, CA 94599 [Please email Eve so she knows to expect your mail]. Camera-ready art will be printed as submitted, so review carefully before submitting. Ads NOT submitted camera-ready will be placed last, and are subject to graphics fee of \$80 per hour for alterations.

Date Sold: _____ Sold By: _____
 Amount Paid: _____ Date Paid: _____

For additional advertising sales information, contact **Eve Kahn** at ev Kahn@juno.com or **707-363-1512**.

The *Follies du Valle* is a fundraising activity of Lincoln Theater, which is a 501.c.3 corporation. Our tax ID number is 68-0337428. Your donation is tax deductible to the extent allowed by law.

FOLLIES DU VALLE 2010 – PLAYBILL ADVERTISING Basic Graphics Guide

Digital Media Definition: Digital Media includes computer generated or scanned graphics, artwork, text and design of materials; Internet graphics for web use; photos (images) scanned, enhanced or generated by a digital camera **Digital Graphics for PRINT**

Printing requires the highest resolution files for the best image possible: if the file is too small, the printed image will be blurry or pixilated. For photos or art pieces make sure they are 300 dpi or minimum of 700kb to 1mb file size or larger.

NOTE: the larger the final print size, the higher resolution digital file needed (e.g. enlargement of art to 8 x 10 image needs a MUCH higher resolution than a 4 x 5 image to be of an equivalent quality.)

File Types (in order of best quality/editable)

- 1) EPS – Illustrator or Photoshop EPS
- 2) PSD – Photoshop
- 3) PDF – Adobe Acrobat with Illustrator editing enabled
- 4) PDF – Print Ready - Adobe Acrobat no editing capabilities
- 5) GIF or TIF – better for graphics at a resolution of 300 dpi or more
- 6) JPG – best for photos - resolution of 700kb or more

Deadlines: for Ads is **February 5, 2010** – no exceptions.

Sizes: Full page, half page horizontal and the Business Card Gallery (see attached schematic).

- **Regular Display Ads - Digital or Camera Ready art ONLY.** No proofs will be given.
- **Business Card Gallery specs:** *Special section in the back of the Program for this size.*
 - a) Camera ready art
 - b) If you send in your business card it will be scanned and placed
 - c) If advertiser wants to upgrade to a 1/2-page ad – it MUST be as digital or camera ready art. No scanning and “enlarging” business cards (does not work with page size and too low quality.)

GENERAL RECOMMENDATIONS:

- If you take it off the Internet, it is of TOO LOW a quality to use for printing.
- Some file types cannot be easily changed such as standard PDF and JPG's
- If a file emails quickly, it is NOT a large enough file to use for printing. EXCEPTION: EPS files.
- Scanning a business card is not considered digital graphics, as it will not be as crisp an image as ORIGINAL art pieces.
- Often, printers and graphic designers keep a copy of your previous materials and will have the original digital art for you to use.
- Always ask your printer/designer for a copy of your digital art and layout on CD!
- Advertisers are responsible for making sure your ad fits one of the three Display Ad sizes by printing out and measuring using *Follies Basic Graphics Guide*.

Follies^{du} valle

or don't quit your day job

P.O. Box 2675 Yountville, CA 94599 707 963-1548
www.FolliesduValle.org

Fundraising Fact Sheet

Dates & Details

Performances are Friday and Saturday evenings, March 5 & 6, 2010 and Saturday and Sunday afternoon, March 6 & 7, 2010. Tickets are \$25 general admission and \$15 for children. Saturday night will feature a Bravo Bash Party, including pre-show reception, VIP seating and post show dinner at a cost of \$150 per person.

Funding Opportunities

- 1. Program Advertising** – The high quality “playbill” size performance program will feature black and white or color advertising ranging from \$200 to \$1500. Ad materials final deadline is 2/5/10.
- 2. Bravo Bash Patrons** - Patrons will receive free valet parking, VIP seating for the performance, a preferred table and extra attention at the supper, acknowledgement in the performance program and escalating benefits in Lincoln Theater’s Friends of the Performing Arts Society.
- 3. Underwriters** - There are two levels of underwriting opportunities, \$1000 or \$2,500. Underwriters will receive everything the Premiere Party Patrons receive plus advertising in the playbill.

Why this Event is Special?

Follies du Valle is the only theatrical experience of its kind in the county. This will be the tenth *Follies* at Lincoln Theater. The last show had a cast of over 125 people from ages 6 to 90 years who hailed from American Canyon to Calistoga. Experienced singers and dancers join forces with those who had never been on stage creating a sense of community that crosses all walks of life in the valley. Plus, all proceeds benefit the community by funding scholarships for Lincoln Theater’s Summer Stock Children’s Theatre.

Lincoln Theater Napa Valley

Lincoln Theater, located on the beautiful historic grounds of the Veterans Home of California in Yountville, has been part of Napa Valley life since its grand opening in 1957. Valley residents, including residents of the Veterans Home, have enjoyed a diverse mixture of entertainment at the theater including the Napa Valley Symphony, which has made its home at Lincoln Theater for over a quarter of a century.

The renovation of Lincoln Theater was a public/private project, which began in 1997 and culminated with the Grand Opening on January 8, 2005. Now a world-class modern performance facility, the new Lincoln Theater is equipped with state-of-the art acoustical and lighting equipment and all the amenities of a first class venue. It is the only public facility in the Napa County with 1200 seats, a full fly loft and a stage big enough to accommodate large-scale performances.