



2010 - 2011
PROGRAM AD RESERVATION

Contact Name _____ Company _____

Billing Address _____

City _____ State _____ Zip _____

E-Mail _____ Phone Number _____

Ad Size, Run & Rate (check only one)	1X	Rate	OR	4X	Season Rate	You Save
Outside Back Cover (Full Page)	<input type="checkbox"/>	\$ 200.00		<input type="checkbox"/>	\$ 600.00	\$ 200.00
Inside Front Cover (Full Page)	<input type="checkbox"/>	\$ 175.00		<input type="checkbox"/>	\$ 525.00	\$ 175.00
Inside Back Cover (Full Page)	<input type="checkbox"/>	\$ 150.00		<input type="checkbox"/>	\$ 450.00	\$ 150.00
Full Page	<input type="checkbox"/>	\$ 125.00		<input type="checkbox"/>	\$ 375.00	\$ 125.00
Half Page	<input type="checkbox"/>	\$ 100.00		<input type="checkbox"/>	\$ 300.00	\$ 100.00
Quarter Page	<input type="checkbox"/>	\$ 75.00		<input type="checkbox"/>	\$ 225.00	\$ 75.00

PAYMENT

- CHECK/MONEY ORDER MADE PAYABLE TO SCC
- VISA MASTERCARD AMERICAN EXPRESS

CREDIT CARD NUMBER _____ EXP DATE _____ CCV CODE _____

I UNDERSTAND THAT PAYMENT IS REQUIRED BEFORE AD SPACE CAN BE RESERVED.

AUTHORIZED SIGNATURED (REQUIRED) _____ DATE _____

SUBMIT THIS FORM ALONG WITH PAYMENT	
FAX	MAIL
(562) 439-6919	SCC PO Box 92524 LONG BEACH, CA 90809-2524



2010 - 2011 PROGRAM AD GUIDELINES

Guidelines

1. Ad availability is on a first-come, first-served basis.
2. Both the ad reservation form and payment must be received in order to reserve ad space.
3. With the exception of the cover ads, we are unable to guarantee where an ad will be placed in the program.
4. Deadline for ad placement is approximately four (4) weeks before the performance. Please review the table below for the ad deadline for each show. Ads may be accepted after deadline, time permitting. There will be an additional \$25.00 late fee for all ads accepted for submission after the deadline.

Deadlines

SHOW	SHOW DATE	AD DEADLINE
QUEENY TODD	October 23-24, 2010	Friday, September 24, 2010
CHRISTMAS SPIRITS	December 11-12, 2010	Friday, November 12, 2010
HOLLYWOOD HULLABALOO 3	March 19-20, 2011	Friday, February 18, 2011
WEB SITE STORY	June 25-26, 2011	Friday, May 27, 2011

Exact Ad Dimensions (Allow 1/8" safe zone on all sides)

AD SIZE	INCHES (W x H)	FULL BLEED (W x H)
Full Page	5.25 " x 8.25"	5 3/4" x 8 3/4"
1/2 Page	5.25 " x 4.00"	N/A
1/4 Page	2 .5 " x 4.125"	N/A



with

Electronic Files

We accept artwork in Adobe Illustrator or Photoshop CS format. Files created in word processors or presentation programs (such as PowerPoint) are not accepted.

Please Note: If your artwork is created by a third party vendor, we are happy to work with them directly to get the necessary materials.

Fonts & Links

All fonts must be converted to paths. We cannot be responsible for output integrity when TrueType fonts are used. All linked files must be supplied or embedded in the document.

Media & E-mail:

CD, DVD and e-mail submissions are acceptable, but a hard-copy proof must also be provided. Please call for e-mail address.

Process Color & Output Settings:

All process color files must be in CMYK. All artwork should be no less than 300 dpi.

Questions?

Please call (562) 439-6919 for additional information or specific needs.

SCC Program Ad Templates

HALF PAGE
5.25" (w) x 4.00" (h)

QUARTER PAGE
2.50" (w) x 4.125" (h)



FULL PAGE
5.25" (w) x 8.25" (h)

FULL PAGE - FULL BLEED *
5.75" (w) x 8.75" (h)

*Applicable for Inside & Back Covers Only
Please Allow a Safe Margin of 0.25"
on all sides.

8.5"

11"