



Advertising Insertion Order, Volume 53

INSERTION ORDER & AD MATERIALS TO:
 Attention: Judi Rossabi, judi@setc.org
 Southeastern Theatre Conference
 1175 Revolution Mill Drive, Suite 14
 Greensboro, NC 27405
 TEL: 336-272-3645 FAX: 336-272-8810
Technical Questions? Contact Editor
Deanna Thompson at deanna@setc.org

Southern Theatre, a quarterly magazine of SETC, is hereby authorized to publish the advertisement of:

School/Company Name: _____ Ad Contact Name: _____

Contact Email: _____ Contact Phone: _____

Billing Name: _____ Billing Phone: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature: _____ Date: _____

Visa or MasterCard: _____ Exp. Date: _____ Security Code: _____

Please Check

	Ad Size	Rate
<input type="checkbox"/> Winter, Issue 1		
<input type="checkbox"/> College Directory, Special B/W Section of Winter, Issue 1	1/6 page	\$500
<input type="checkbox"/> Spring, Issue 2		
<input type="checkbox"/> Summer, Issue 3		
<input type="checkbox"/> Fall, Issue 4		

TOTAL: _____

2012 Southern Theatre Advertising Opportunities

SIZES		RATES		DEADLINES		
4 Color	Dimensions	1 Time	4 Times	ISSUE	RESERVE BY	COPY DUE
Full Page	7.5" W x 10" H OR 8.75" W x 11.25" H w/ bleed	\$980	\$750	Winter (Nov)	May 16, 2011	Sep 15, 2011
1/2 Page	7.5" W x 4.75" H	\$750	\$640	Spring (Feb)	Oct 17, 2011	Nov 1, 2011
1/3 Page	2.32" W x 9.5" H	\$530	\$450	Summer (May)	Feb 1, 2012	Feb 15, 2012
1/6 Page	2.32" W x 4.66" H	\$400	\$370	Fall (Aug)	May 15, 2012	June 1, 2012
Covers	8.75" W x 11.25" H w/ bleed	1 Time	4 Times	College Directory Ad - \$500 One 1/6 black/white ad per page (Size is 2.32" W x 4.66" H)		
Inside front cover or Outside back cover		\$1725	\$1265			
Inside back cover		\$1380	\$1150			
Special placement	Full Page dimensions	1 Time	4 Times			
Opposite inside front cover		\$1380	\$1150			
Opposite table of contents		\$1380	\$1150			

TERMS & REGULATIONS

- Advertisers are responsible for providing camera-ready ads to meet SETC's specifications.
- On multi-issue agreements, the same ad will be used in all issues unless the advertiser provides written instructions to the contrary.
- Terms are net 30 days.
- Past due accounts are subject to a service charge of 1½ % per month (18% annually).

SUBMISSION INSTRUCTIONS

- **FORMAT:** Please submit your ad as a high-resolution PDF with fonts and graphics embedded. We can also accept .tif files.
- **HOW TO SEND:** Ads should be sent via email or on CD.
- **HARD COPY:** Whether sent via email or CD, please also send a hard copy via postal mail to ensure ad looks the way intended.

PAYMENT:

- **PAY WITH VISA OR MASTERCARD BY CALLING OR FAXING YOUR ORDER OR MAKE CHECKS PAYABLE & MAIL TO:** Southeastern Theatre Conference, 1175 Revolution Mill Drive, Suite 14, Greensboro, NC 27405