ALBERTA THEATRE PROJECTS

2022-23 PROGRAM SPECIFICATIONS

ATP PROGRAM FULL PAGE AD

BLEED AREA
5.625" WIDE X 8.625" TALL

TRIM AREA
5.375" WIDE X 8.375" TALL

LIVE AREA
4.375" WIDE X 7.375" TALL

ATP PROGRAM HALF PAGE AD

LIVE AREA
4.5" WIDE X 3.5" TALL

REQUIREMENTS:

- Images 300 dpi at 100% for print
- Images/graphics should not use any form of compression, including .jpeg compression, .jpeg encoding and LZW compression
- CMYK format
- Only press-ready PDFX1-A accepted
- Bleed must extend 1/4" on each side (Full page ad only)
- Half page ads with white backgrounds require a defining border
- Ink density levels must not exceed 300%
- 100% colour accuracy cannot be guaranteed
- Alberta Theatre Projects is not responsible for inaccurate information on advertisements
- Recommended: Place live area a 1/2" in from the trim size
- Recommended: Use a "rich black" (except for text below 24 point) Suggested: C:20% – M:20% – Y:20% – K:100%

AD DEADLINES:

- *Cowgirl Up* - **Sept 28, 2022**
  (Show runs Oct 18 - 30, 2022)
- *The Jungle Book* - **Nov 8, 2022**
  (Show runs Nov 29 - Dec 31, 2022)
- *The F Word* - **Jan 18, 2023**
  (Show runs Feb 9 - 19, 2023)
- *Bombay Black* - **Feb 15, 2023**
  (Show runs Mar 7 - 19, 2023)
- *Teenage Dick* - **Mar 29, 2023**
  (Show runs Apr 18 - 30, 2023)

AD RATES:

FULL PAGE
Core Season Show: $450
(2-3 Week Run)
Family Holiday Show: $850
(5 Week Run)
Full Season: $2200
(5 Shows)

HALF PAGE
Core Season Show: $250
(2-3 Week Run)
Family Holiday Show: $475
(5 Week Run)
Full Season: $1200
(5 Shows)