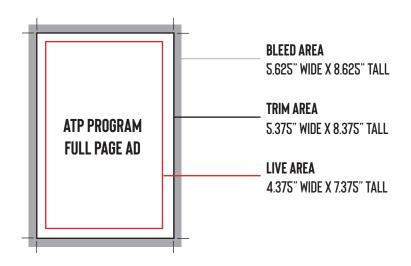
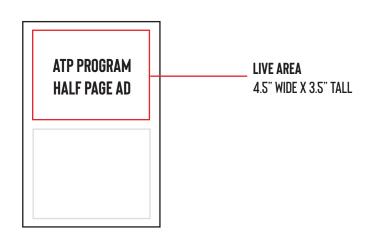
ALBERTA THEATRE PROJECTS

2022-23 PROGRAM SPECIFICATIONS





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)