



## 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)
- 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 SPECIFICATIONS:

- Place live area a 1/2" in from the trim size
- Use a "rich black" (except for text below 24 point)  
Suggested: C:20% - M:20% - Y:20% - K:100%

## AD DEADLINES:

- *The Wedding Party* - August 23, 2019  
(Show runs Sept 11 - 29, 2019)
- *Disgraced* - September 27, 2019  
(Show runs Oct 16 - Nov 3, 2019)
- *The Lion, the Witch and the Wardrobe* - November 1, 2019  
(Show runs Nov 19 - Dec 29, 2019)
- *Old Stock: A Refugee Love Story* - January 17, 2020  
(Show runs Feb 5 - 16, 2020)
- *Actually* - February 7, 2020  
(Show runs Feb 26 - Mar 15, 2020)
- *Cowgirl Up* - March 27, 2020  
(Show runs Apr 15 - May 3, 2020)