



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:

- *In Wonderland* - Nov 4, 2021
(Show runs Nov 23 - Dec 26, 2021)
- *Undressed* - Jan 7, 2022
(Show runs Jan 26 - Feb 13)
- *Alberta Kitchen Party* - Feb 10, 2022
(Show runs Mar 2 - Mar 20, 2022)
- *Kim's Convenience* - Mar 25, 2022
(Show runs Apr 13 - May 1, 2022)

AD RATES:

FULL PAGE

- Core Season Show: \$450**
(2-3 Week Run)
- Family Holiday Show: \$850**
(5 Week Run)
- Full Season: \$2600**
(4 Shows)

HALF PAGE

- Core Season Show: \$250**
(2-3 Week Run)
- Family Holiday Show: \$475**
(5 Week Run)
- Full Season: \$1500**
(4 Shows)