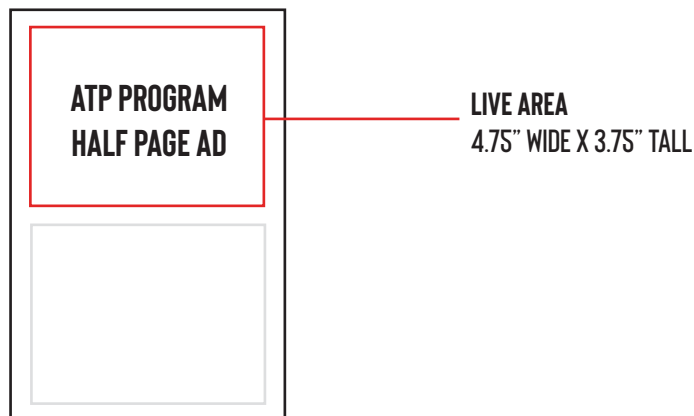
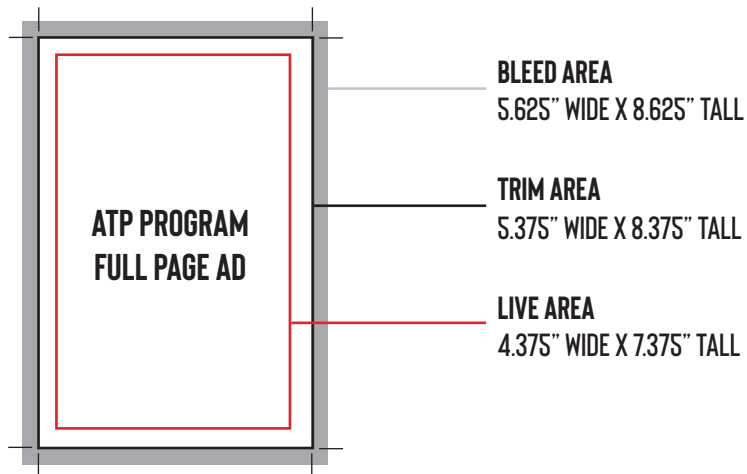


# 2025-26 PROGRAM AD SPECIFICATIONS SPECIFICATIONS & DEADLINES



## 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:

- **SHOW 1: *The Legend of Sleepy Hollow***  
**Oct 6, 2025**  
(Show runs Oct 22 - Nov 9, 2025)
- **SHOW 2: *The Wizard of Oz***  
**Nov 10, 2025**  
(Show runs Nov 25, 2025 - Jan 4, 2026)
- **SHOW 3: *Casey and Diana***  
**Feb 9, 2026**  
(Show runs Feb 24 - Mar 15, 2026)
- **SHOW 4: *WILDWOMAN***  
**Apr 6, 2026**  
(Show runs Apr 21 - May 10, 2026)

## AD RATES:

**Core Season Show** (3 week run): **Half Page** - \$250 | **Full Page** - \$450  
**Family Holiday Show** (5-week run): **Half Page** - \$475 | **Full Page** - \$850  
**Full Season** (All 4 Shows): **Half Page** - \$1100 | **Full Page** - \$2000

### TO BOOK, PLEASE CONTACT:

Kara Sturk  
Marketing & Communications Coordinator  
[ksturk@atplive.com](mailto:ksturk@atplive.com)