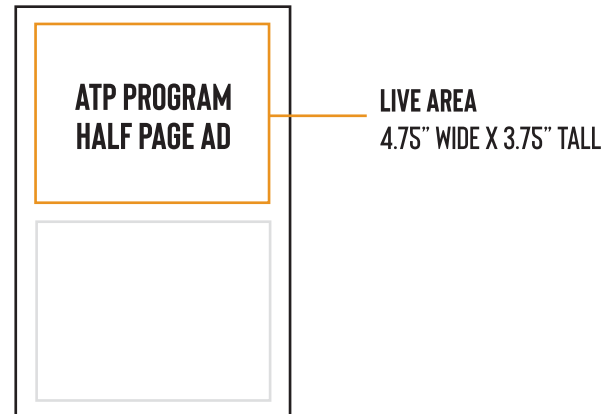
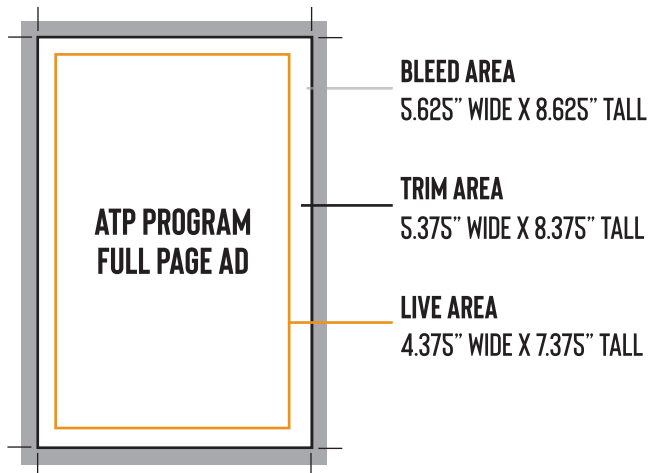


# 2026-27 PROGRAM AD SPECIFICATIONS SPECIFICATIONS & DEADLINES



## 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, press-ready PDF
- 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:

**Evil Dead The Musical**

**SEPT 24, 2026**

(Show runs Oct 13 - Nov 14)

### SHOW 2:

**The Hobbit**

**NOV 10, 2026**

(Show runs Dec 1, 2026 - Jan 3, 2027)

### SHOW 3:

**Fifteen Dogs**

**JAN 12, 2027**

(Show runs Feb 2 - 21, 2027)

### SHOW 4:

**Burning Mom**

**MAR 16, 2027**

(Show runs Apr 6 - 25, 2027)

### SHOW 5:

**Dream: A Canadian Musical**

**MAY 4, 2027**

(Show runs May 25 - June 20, 2027)