

## ADVERTISEMENT FORM FOR:

### The Lehigh Valley Charter High School for the Arts (Charter Arts) 2015/2016 Season Playbook

The Charter Arts Playbook offers exceptional value to the advertiser as the playbook is seen by over 5,000 patrons throughout the 2015/2106 performance season. The reach of the Charter Arts Playbook is unique because our students come from over forty school districts across a twelve-county region in eastern Pennsylvania, therefore, families from this expansive region travel into the area to attend Charter Arts performances throughout the school year.

Advertisements will begin with the first theater event in October and appear in the playbooks for a wide variety of productions over the course of the school year. All ads appear in black and white. Ad forms and artwork must be received by **October 5th, 2015**.

### HOW TO PLACE AN AD:

1. Return this completed form, along with payment to:  
Lehigh Valley Charter High School for the Arts c/o Playbook Ad Program  
321 East 3rd Street, Bethlehem, PA 18015
2. Email ad artwork to **agillette@charterarts.org** Ad format can be JPEG or PDF, Advertisers must follow instructions listed on ad size page regarding file name and format. If you can not supply format please check the \$25.00 layout fee.

☐ \$25.00 Non digital layout fee (if needed)

*Please check desired ad size:*

- ☐ INSIDE FRONT COVER (\$1,000)      ☐ INSIDE BACK COVER (\$1,000)  
☐ FULL PAGE (\$600)      ☐ HALF PAGE (\$350)  
☐ QUARTER PAGE VERTICAL (\$175)      ☐ QUARTER PAGE HORIZONTAL (\$175)

*Check if you want to appear in Restaurant Section "Dine before/after the Show"*

- ☐ HALF PAGE (\$350)      ☐ QUARTER PAGE (\$175)

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

*Payment Type:*

☐ Check (Checks payable to LV Charter High School for the Arts)

☐ Credit Card #: \_\_\_\_\_ CV (Card Security Code) \_\_\_\_\_ Exp: \_\_\_\_\_  
(\*Credit card payments appear as Network for Good on statement)

THE  
LEHIGH VALLEY  
**CHARTER HIGH SCHOOL**  
FOR THE **ARTS**

This ad is credited to:

Student Name: \_\_\_\_\_

Department: \_\_\_\_\_

Received by: \_\_\_\_\_

THE  
LEHIGH VALLEY  
**CHARTER HIGH SCHOOL**  
FOR THE **ARTS** BOOKLET AD SIZES

**Full Page**  
**4 $\frac{1}{2}$  by 7 $\frac{1}{2}$**

**Quarter Page Horizontal**  
**4 $\frac{1}{2}$  by 1 $\frac{3}{4}$**

**Half Page**  
**4 $\frac{1}{2}$  by 3 $\frac{1}{2}$**

**Quarter Page  
Vertical**  
**2 by 3 $\frac{1}{2}$**

- \* Please submit your file as a **PDF** or a **JPEG** (preferably **greyscale** color mode)
- \* Non-digital ads will require a **\$25.00** layout fee to create the ad to fit the criteria. (scanning, typesetting, ad layout, creating PDF or JPEG)
- \* Please name your file with the **name of your company first** and the **ad size second**. Example- (Joe's Pizza quarter pg. vertical.pdf)