

ADVERTISEMENT FORM FOR:

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

The Lehigh Valley Charter High School for the Arts (Charter Arts) 2018/2019 Season Playbook

The Charter Arts Performance Season playbook will have a SPRING EDITION. Advertisers who did not purchase an ad for the entire season, can purchase an ad for just the spring season, March through May. This is the busiest portion of our year! Ads will be available at reduced prices and will be used for a variety of well-attended events, including: Young Choreographers in Concert, Senior Theatre Showcase, the spring musical, Sweeney Todd, the Spring Concert Series, the Spring Art Exhibit, the annual Figure Skating Show, and Dance Quilt. All ads appear in black and white. Ad forms and artwork must be received by **February 2, 2019**.

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. (*Charter Arts is not responsible for faulty or distorted ad files submitted by the advertiser, that may result in poor print quality.)

\$25.00 Non digital layout fee (if needed)

Please check desired ad size:

- | | |
|--|--|
| <input type="checkbox"/> INSIDE FRONT COVER (\$1,000) NOW \$500 | <input type="checkbox"/> INSIDE BACK COVER (\$1,000) NOW \$500 |
| <input type="checkbox"/> FULL PAGE (\$600) NOW \$400 | <input type="checkbox"/> HALF PAGE (\$350) NOW \$250 |
| <input type="checkbox"/> QUARTER PAGE VERTICAL (\$175) NOW \$100 | <input type="checkbox"/> QUARTER PAGE HORIZONTAL (\$175) NOW \$100 |

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

- | | |
|--|---|
| <input type="checkbox"/> HALF PAGE (\$350) NOW \$250 | <input type="checkbox"/> QUARTER PAGE (\$175) NOW \$100 |
|--|---|

Our beautifully designed 2017/2018 playbook has received rave reviews!

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)

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 1/2 by 7 1/2

Quarter Page Horizontal
4 1/2 by 1 3/4

Half Page
4 1/2 by 3 1/2

**Quarter Page
Vertical**
2 by 3 1/2

- * Please submit your file as a **PDF** or a **JPEG** (preferably **greyscale** color mode) **NO CROP MARKS NECESSARY**
- * 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)