



In keeping with the highest standards of our theatrical productions, our program book will be of the highest print production quality. This book has a reputation as a keepsake publication that patrons collect from year to year, ensuring every advertiser will receive extended value through direct brand association. Our loyal patrons perceive advertisers as supporters of not only the Arts, but Louisville's rich cultural heritage.

GLCT continues to showcase crowd-favorite classics and innovative, unconventional works creating a lively combination our committed fans will enjoy throughout the year. Our President, Artistic Director, and the Board of GLCT are proud to present another exciting season audiences will rave over!



ADVERTISE
WITH
US!

the
bill



Since 1983 GLCT has been home to the best in community theater. With over 180 productions presented over the past 36 years, GLCT has enriched the area and enlightened audiences from all over DFW!

Since the introduction of our new ticketing system with online capability we have dramatically increased our single ticket sales, drawing new patrons from beyond the immediate areas of Lewisville, Flower Mound, Highland Village, Coppell, Denton, Carrollton and into the Metroplex. With approximately 5000 patrons coming through our doors annually, we host a “captive audience” of theatregoers who are making Old Town Lewisville their entertainment destination. Advertising in our playbill is a great marketing opportunity for your local business!



SPECIFICATIONS

The program book is produced on a Macintosh platform. The applications used to create the book are Adobe InDesign, Illustrator, and Photoshop CC.

SUBMISSION GUIDELINES

Ad materials will be considered acceptable as submitted and printed accordingly. GLCT is not responsible for any printing errors due to incorrectly submitted materials.

Recognizing our Theatre

When the Greater Lewisville Community Theatre is referred in your ad creative we prefer the abbreviation GLCT.

Media Accepted

PDF via e-mail is the preferred delivery method. If your file is over 15mb please use www.hightail.com to transmit your file.

Media Labeling

Each piece of media must be labeled with the advertiser name, contact name, phone number, email, and ad size.

CONTACT INFORMATION

Ad Sales & Placement:

Kindra Bierly
(469) 499-4105
Kindra@glct.org

Artwork Submission:

Nancy Thorne
972-221-7469
marketing@glct.org

Invoiced payments should be mailed to:

GLCT Ad Sales
P.O. Box 293231
Lewisville, TX 75029-3231

AD FILE FORMATS

All ad submissions should be in Adobe Acrobat PDF (Grayscale) with Press Quality setting. The PDF must have all fonts and images embedded.

Photographic images should be at least 300 dpi and converted to Grayscale. Please be aware that small text in a tif format will not reproduce favorably.

Submissions must be formatted as follows:

Portable Document Format (.pdf), fonts embedded or
Tagged Image File Format (.tif), rastered fonts.
.jpg is acceptable but not preferred.

DIMENSIONS

Publication Trim Size	5.5” x 8.5”
Full Page	5” x 8”
Half Page Horizontal	5” x 4”
Half Page Vertical	2.5” x 8”
Quarter Page	2.5” x 4”

All ads must be bordered to exact size.
All ads are non-bleed.

GROSS RATES

<u>Size</u>	<u>Rate/Season</u>
Back Cover.....	\$175/\$700
Inside Front Cover.....	\$150/\$600
Inside Back Cover.....	\$150/\$600
Full Page	\$100/\$400
Half Page Horizontal.....	\$75/\$300
Half Page Vertical.....	\$65/\$260
Quarter Page	\$50/\$200

Advertise for an entire season
and receive one program placement free!

**AN OUTSTANDING MARKETING VALUE
WHILE SUPPORTING THE LOCAL ARTS!**