

**REQUIRED AD SPECIFICATIONS FOR “PLACEMENT READY” ARTWORK**  
**Deadlines: 2 weeks before opening**

## Ad Dimensions

Live Area	
Full Page (Inside)*	4.7” w x 7.7” h <i>No Bleed</i>
1/2 Page*	Horizontal — 4.7” w x 3.85” h Vertical — 2.35” w x 7.7” h
1/4 Page*	Horizontal — 4.7” w x 1.92” h Vertical — 2.35” w x 3.85” h
1/3 Page*	Horizontal — 4.7” w x 2.57” h

*\*Text must be contained within the specified dimensions.*

### Artwork can be accepted as PLACEMENT READY if:

- It is the exact measurements for the contracted ad size.
- The color mode is CMYK.
- The resolution is a minimum of 300 ppi.
- The ad is approved and ready for print.

**Acceptable File Types:** PDF Files are recommended and preferred. JPG and TIF files are also accepted with a minimum of 300 PPI. GIF files cannot be accepted. ALL PDF FILES MUST HAVE 100% FONTS EMBEDDED. Any fonts which cannot be embedded must be converted to outlines.

**Photos:** Should be a minimum of 1,000 pixels wide for a 1/4 Page ad, larger for larger ads. They may be provided in JPG or TIF file formats.

**Logos:** Vector-based logo files are recommended. These include EPS, AI, and PDF files.

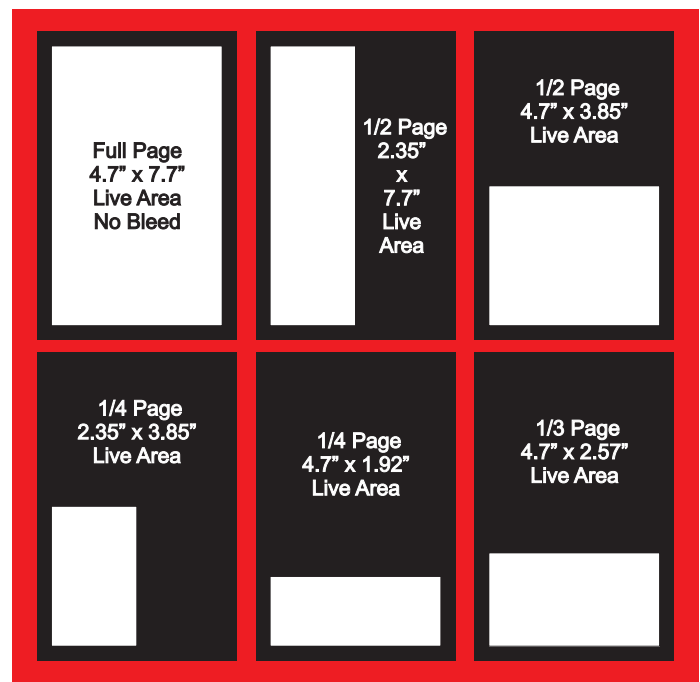
**Images on the Internet:** Images and logos CANNOT be pulled from the advertiser’s website. Web resolution files are too low a resolution for print.

**Copyrights:** The advertiser must have permission to reprint all logos, photos, text, and design concepts provided to us. If you would like us to use an ad from another publication, please request consent to use the artwork it designed.

**Microsoft Office Files:** We can use files for advertisements that were created in the Microsoft Office Suite. This includes Word, Publisher, and PowerPoint. All files must be saved as font-embedded PDF and be converted to CMYK.

**Submission:** All artwork should be e-mailed to  
[publicity@cherokeetheatre.org](mailto:publicity@cherokeetheatre.org)

We cannot accept hard copies of ads as “placement ready”. If the files are too large for email, call for alternative instructions.



## Rates

	4 Programs	1x
Full Page	\$350	\$100
1/2 Page	\$175	\$50
1/4 Page	\$115	\$40
1/3 Page	\$100	\$25

# Volunteer

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continue to bring you quality productions.

**Become a sponsor!**

There are several levels of sponsorship:

- Bronze – \$100 - \$249
- Silver – \$250 - \$499
- Gold – \$500 - \$999
- Platinum – \$1,000 - \$4,999
- Diamond – \$5,000+

Because CTC is a 501(c)3 non-profit organization your donations are tax deductible.