



Program Advertising Rates for 2016-2017 Season

INTO THE WOODS – November 2016
SPRING AWAKENING – February 2017
MOST HAPPY FELLA – July 2017

Color Ads	1 Show	2 Shows (10% off)	3 shows (15% off)
Full Page Back Cover:	\$650	\$1,170	\$1657
Full Page Inside Cover:	\$525	\$945	\$1339
Half Page Inside Cover:	\$380	\$684	\$969
Black & White	1 Show	2 Shows (10% off)	3 shows (15% off)
Full Page:	\$380	\$684	\$969
Half Page:	\$260	\$468	\$663
Business Card Size:	\$125	\$225	\$318

Audience Information:

YMTC productions draw 1800 - 2400 audience members from Berkeley, Oakland, Albany, El Cerrito, San Francisco, Marin, Lafayette, Walnut Creek and beyond that include teens, families with school-age children, seniors, and music and theater aficionados of all ages. YMTC's casts, crews and families attend numerous private and public schools in Berkeley, Oakland, Albany, Orinda, Lafayette, Walnut Creek, San Francisco and Marin. This size and variety of YMTC's cast members represents the wide cross-section of the audiences that attend our shows.

Formatting Information:

Programs will be printed in landscape format on standard 8.5" wide x 11" high bond, folded in half, forming a program page 5 ½ inches wide, by 8 ½ inches tall. The cover (front and back) will be in color on both sides. The rest of the program will be in black and white. A "Full Page Ad" is 4.5" wide x 7.5" high. "Half Page Ad" refers to the upper or lower half of one page – 4.5" wide x 3.5" high. Business cards should be approximately 3.5" wide x 2.25" high.

Placing an Ad:

Ad copies may be sent electronically (jpg format, preferably) to jennifer@ymtcbayarea.org. Ad copies **must be received at least 2 weeks prior to the opening performance date** to insure inclusion in the program.

Complimentary Tickets:

We are pleased to offer **2 complimentary tickets** to our advertisers. Because we anticipate full houses for our performance, please make advanced reservations (72-hour minimum) by e-mailing lauren@ymtcbayarea.org. (Please indicate that you are an advertiser in your e-mail).