Program Advertising Rates for 2017-18 Season

***GUYS AND DOLLS* – November 2017**
***A CHORUS LINE*– Feb/March 2018**
***NEXT TO NORMAL*- May 2018**
***PARADE* – July 2018**

Color Ads	1show	2 shows (10% off)	3 shows (15% off)	4 shows (20% off)
Full Page Back Cover:	**$700**	**$1260**	**$1785**	**$2240**
Full Page Inside Cover:	**$560**	**$1010**	**$1430**	**$1795**
Half Page Inside Cover:	**$400**	**$720**	**$1020**	**$1280**

Black & White Ads	1 show	2 shows	3 shows	4 shows
Full Page:	**$420**	**$755**	**$1270**	**$1345**
Half Page:	**$280**	**$500**	**$715**	**$895**
Business card size:	**$135**	**$245**	**$345**	**$430**

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 1⁄2 inches wide, by 8 1⁄2 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 **Pam@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 pleas ed to offer ***2 complimentary tickets*** to our advertisers. Because we anticipate full houses for our performance, please make advanced reservations (72hour minimum) by emailing pam@ymtcbayarea.org (Please indicate that you are an advertiser in your email).