



YMTC

**PREMIUM PLACEMENT
OPPORTUNITIES INCLUDE**

**BACK & INSIDE COVERS,
CENTERFOLD SPREADS
+ SELECT EDITORIAL**

FULL PAGE

LIVE AREA: 5.000" W x 8.000" H

TRIM SIZE: 5.500" W x 8.500" H

**BAYSTAGES
PROGRAMS**

2018|2019

**MEDIA
KIT**

BLEED SIZE: 6.000" W x 9.000" H

SIZE

1.750" W x 8.000" H

LIVE AREA

1.500" W x 7.750" H

THIRD PAGE

YOUTH MUSICAL THEATRE COMPANY

YMTC is dedicated to providing exceptional training to young theatre artists through the production of exceptional musical theatre. The organization brings together the Bay Area's most talented and dedicated young singer-actors, as well as students of technical theatre, with professional directors, designers, choreographers, and musicians. They take on challenging and sophisticated musical and dramatic themes, and productions are always accompanied by a full, live orchestra.

Please visit ymtcbayarea.org for more information.

PRODUCTION + DEADLINES

BAT BOY: THE MUSICAL

November 11 – 18, 2018 DUE: 11.02.18

Music & Lyrics by Laurence O'Keefe

Story & Book by Keythe Farley & Brian Flemming

A half boy, half bat creature is discovered in a cave and the local sheriff brings Bat Boy to the town veterinarian, where he is accepted as and taught to act like a "normal." When he naively tries to fit in with the narrow-minded people of Hope Falls, they turn on him.

A MAN OF NO IMPORTANCE

March 9 – 17, 2019 DUE: 02.28.19

Music by Stephen Flaherty • Lyrics by Lynn Ahrens

Book by Terrence McNally

*Alfie Byrne is a bus driver in 1964 Dublin, whose heart holds secrets that he can't share with anyone but his imagined confidante, Oscar Wilde. When he attempts a production of **Salome** in the local church hall, he confronts bigotry and shame over a love "that dare not speak its name."*

LES MISÉRABLES

July 19 – 28, 2019 DUE: 07.10.19

Music by Claude-Michel Schönberg • Lyrics by Herbert Kretzmer

Original French Text by Alain Boublil & Jean-Marc Natel

*Based on Victor Hugo's novel, **Les Misérables** is an award-winning epic, a grand and uplifting story about social injustice and the struggle for redemption and revolution in 19th century France. A sung-through pop opera, the show will be accompanied by a full, live 25-piece orchestra.*

SINGLE INSERTION RATES

Sixth-Page	\$ 100
Third-Page	\$ 150
Half-Page	\$ 250
Full-Page	\$ 325
Inside Covers	\$ 450
Back Cover	\$ 700

Programs are digest size (5.50" x 8.50") and offer the sixth-page, third-page, half-page, and full-page advertising placement options shown in this media kit. Discounts are available for multiple publication insertion orders, multi-company orders, and for 501(c)(3) nonprofit organizations. Professional advertising design and editing services available at discounted rates for VIA MEDIA advertisers.

Please contact advertise@via.media
or call **415.552.8040** for more information.

ADVERTISING DESIGN SPECIFICATIONS

FILE FORMAT: Design files must be 100% of size ordered with a resolution of 300 dpi (dots per inch) in grayscale or CMYK format. Files must be compatible with Adobe Creative Suite. Files may be submitted as layered, editable files (.ai, .eps, .indd or .psd) packaged with all placed images and fonts, or as press-ready PDF files, or in .jpg or .tiff format. **No other file formats will be accepted.**

- **DO NOT SEND** files with spot color (Pantone) or RGB color specifications. Files containing such colors will be converted to CMYK format and the publisher will not be liable for claims for any shift in colors due to this conversion.
- **DO NOT SEND** image files lower than 300 dpi (except as examples) or files with placed or embedded images lower than 300 dpi. The publisher will not be liable for claims due to the use of advertiser-supplied low-resolution image files.
- **DO NOT SEND** images as .gif, .png, .bmp, .pict files, or documents in any text formats (.doc, .txt, .rtf), or files native to design programs other than Adobe Creative Suite such as CorelDraw, Publisher, PowerPoint. Files in these formats will be returned to the advertiser for replacement.

BORDER & RULES: Do not put **any** sort of line, rule or border around your design. Even thick borders - 0.5" or larger - on full-bleed designs can shift slightly during printing and cause the design to appear off-center. Non-bleed designs will be framed according to the style of the publication in the final layout.

BLEED: Full-page designs should include a quarter-inch (0.25") bleed **ON EACH SIDE** of your design, meaning designs for 5.5" by 8.5" pages, with bleed, should provide 6.0" by 9.0" coverage. If you add crop marks, please offset them by at least one-eighth (0.125") inch.

LIVE AREA: Do not include any important text or other critical content closer than one-quarter (0.25") inch to any edge of full-page full-bleed designs or one-eighth (0.125") for non-bleed designs as shown in this media kit. The publisher will not be liable for claims due to content that is cropped or illegible due to improper formatting.

FILE DELIVERY INSTRUCTIONS

Please compress all file submissions to .zip or .rar files. Please include a screen-resolution (72 dpi) .jpg example of your design for verification purposes. Please name your file with your company name and the size of your advertisement. (EXAMPLE: **WALMART-sixthpage.zip** or **TIFFANYS-fullpage.zip**)

Please send your design files as soon as possible after confirming your advertising order so we may alert you to any necessary corrections. Please respond to requests for corrections or approval as soon as received. File submissions or corrected files received after the publication deadline specified on the production media kit cannot be guaranteed to receive a review document and/or placement in the publication. Files up to 4.0 GB each may be uploaded at:

via.media/file-transfer

SIXTH PAGE

SIZE

1.750" W x 3.9375" H

LIVE AREA

1.500" W x 3.6875" H

HALF PAGE

SIZE

5.000" W x 3.9375" H

LIVE AREA

4.75" W x 3.6875" H

BAYSTAGES PROGRAMS

Current clients include:

3Girls Theatre • 42nd Street Moon • AlterTheater Ensemble • Bay Area Musicals
Broadway by the Bay • Contra Costa Civic Theatre • Crowded Fire Theater
The Custom Made Theatre Co. • Douglas Morrisson Theatre • Dragon Productions
Hillbarn Theatre • Lorraine Hansberry Theatre • Marin Theatre Company
Palo Alto Players • Pear Theatre • Playwrights Foundation
San Francisco Bay Area Theatre Company
San Francisco Gay Men's Chorus • San Francisco Playhouse
San Jose Stage Company • Silicon Valley Shakespeare
Youth Musical Theatre Company



VIA MEDIA is an award-winning publishing firm specializing in custom print and digital solutions including advertising-supported theatre and event programs, visitor guides, and bespoke catalogs and directories. Our services cover the full continuum of publishing needs from concept, design, and branding, through advertising sales and trafficking, content development, layout and print production management, and distribution.

advertise@via.media • 415.552.8040

Advertising design services available. Media kit layout for example purposes. Final designs will differ.