

LAKE COUNTY DANCE SHOWCASE 2016 PROGRAM BOOK ADVERTISING GUIDELINES



The Waukegan Arts Council presents the “Lake County Dance Showcase” on Saturday, July 23, 2016, 6 p.m. at the historic Genesee Theatre, benefiting cultural arts in the Waukegan community. The event showcases talented dance groups from across Lake County and celebrates a variety of styles, including ballet, jazz, lyrical, hip hop, folk and more.

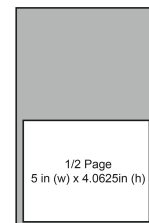
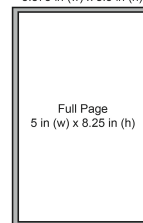
The program is a full-color playbill-sized book circulated to all attendees of the July 23rd performance.

The program book features the names of the dance groups and a listing of corporate sponsors.

FULL COLOR ADVERTISING RATES:

Ad Size	Ad Dimensions	Press-ready
Back Cover	5.375 in (w) x 8.5 in (h)	\$400
Inside Back Cover	5.375 in (w) x 8.5 in (h)	\$200
Full Page	5 in (w) x 8.25 in (h)	\$150
1/2 Page	5 in (w) x 4.0625 in (h)	\$75
1/3 Page	5 in (w) x 2.67 in (h)	\$50

Back Cover and
Inside Back Cover
5.375 in (w) x 8.5 in (h)



SUBMITTING ADS:

All completed, press-ready ads must be submitted in digital form via e-mail.

Resolution: Line art » 400 pixels/cm or 1016 pixels/inch. Press-ready ads containing images » 300 pixels/inch at final size.

Color: Four color process (CMYK). Pantone match colors (if used) converted to four color process.

File Format: High resolution PDF (recommended), EPS, or JPG. Please ensure all fonts are embedded.

ADVERTISING DEADLINES:

Contact: Karen Berthiaume | kpberthiaume@hotmail.com | 847-502-1392

Advertising reservations **June 24** | Press-ready ads **July 1**

Waukegan Arts Council is a tax-exempt 501c(3) nonprofit organization.

ADVERTISEMENT ORDER FORM:

Company Name _____

Contact Name _____

Phone _____

Address _____

City _____ State _____ Zip _____

Please reserve a space for me in the 2016 program book.

I will provide a press-ready ad.

Ad size ordered:

Back Cover Inside Back Cover Full Page 1/2 Page 1/3 Page

Ad rate _____ **Total Cost** _____

Signature _____ Date _____

Please make checks payable to: Waukegan Arts Council

Please mail payments to: Karen Berthiaume | Waukegan Arts Council
c/o Jack Benny Center for the Arts | 39 Jack Benny Drive | Waukegan, IL 60087