



I would like to Advertise in the 2011/2012 Season Playbill

1. Circle the ad size and rate for frequency that you want

Ad Size	Fall Only	Full Year
1/8 Page (hor)	\$40.00	\$120.00
1/8 Page (vert)	\$40.00	\$120.00
1/4 Page (hor)	\$60.00	\$180.00
1/4 Page (vert)	\$60.00	\$180.00
1/2 Page (hor)	\$90.00	\$270.00
1/2 Page (Vert)	\$90.00	\$270.00
3/4 Page	\$120.00	\$360.00
Full Page	\$150.00	\$450.00
Inside Cover	\$180.00	\$540.00
Outside Back Cover	\$210.00	\$630.00
Center Spread	\$240.00	\$720.00
Corporate Sponsorship Package	N/A	\$1,000.00

2. Provide camera-ready artwork

<input type="checkbox"/>	Please run my ad from the last playbill without changes
<input type="checkbox"/>	Please run my ad from the last playbill with the changes marked on the enclosed copy
<input type="checkbox"/>	Camera-ready artwork for a new ad is enclosed
<input type="checkbox"/>	I will email artwork (.jpg or .pdf) to family@wwoolley.com by October 15 th , 2010
<input type="checkbox"/>	Enclosed is a sketch of what I would like. Please provide assistance with ad make-up

3. Payment Method

<input type="checkbox"/>	My check for \$ _____ is enclosed (make check payable to The Westmoreland Players)
<input type="checkbox"/>	Please charge my credit card in the amount of \$ _____ Circle One: Visa Mastercard Card Number: _____ Expiration: Month: Year:
<input type="checkbox"/>	Cash (hand delivery only; do not mail)

4. Account Information

Advertiser (firm/business) name:		
Person authorizing ad (print name):		
Person authorizing ad (signature):		
Mailing address:		
Street address:		
Day phone:	Cell:	Email:

5. Mail order form, artwork, and payment to:

The Westmoreland Players
P. O. Box 253
Callao, Virginia 22435
Attention: Janice Woolley
Any Questions? Call (804)761-1664

Your Ad in our Playbill is *Good Business!*

- Your message reaches an audience with above-average disposable income.
- Our plays are well-attended by people from all area counties.
- Your ad in our playbill is not just a “donation” to The Players. It brings both **results *and* goodwill**. We encourage our audiences to patronize the businesses that bring our performances to them.
- Playbills are taken home as souvenirs, and referred to when goods and services are purchased. **We suggest special offers or coupons as a way of turning your ad into a sale.**
- Our ad rates are a good value compared with other media.
- **Full-season advertisers (all 4 playbills) pay for three ads, and get the fourth free!**
- **Full page advertisers** receive two tickets to each production in which their playbill ad appears, and to our member events and parties.
- **All advertisers will receive a free listing in the advertiser directory on our website. You will have 24/7/365 exposure to our site visitors – 33,450 of them in the past year.**

***NEW**

The deadline for Playbill ad orders and camera-ready artwork for our fall play is Friday, October 14th, 2011.

[Click here for rates](#)

[Click here to place an order](#)

Questions? Call or email...

Janice Woolley
(804) 761-1664
family@woolley.com