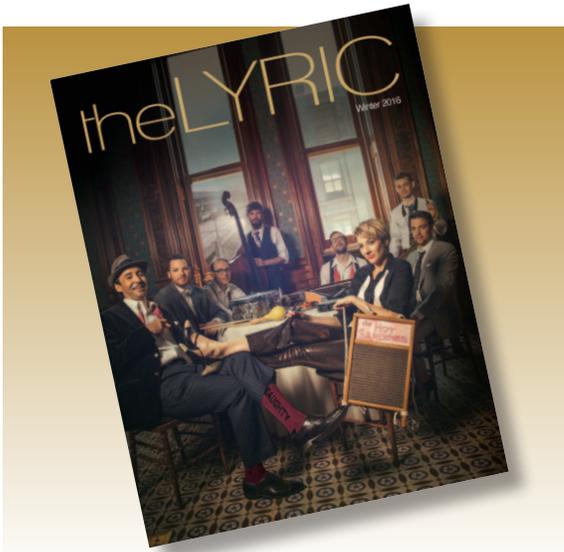


THE LYRIC THEATRE MEDIA KIT



The Lyric Magazine

The Lyric Magazine is a quarterly magazine established to perpetuate awareness and support of theatrical arts in the community while allowing like minded individuals and business to show their support. The Lyric Magazine is beautifully printed in full color on glossy stock and features The Lyric's current season! More than 100,000 copies of this award winning publication are distributed annually through local banks, physicians' waiting rooms, legal offices, restaurants, theaters, by mail and inserted in a Sunday Edition of Scripps newspapers. It's the perfect advertising opportunity for your company to show your support for the arts!

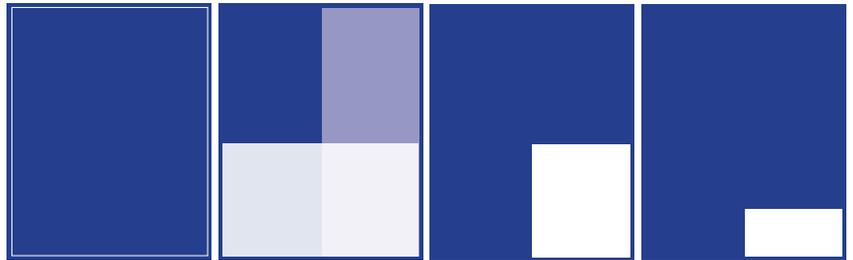


The Lyric Magazine Advertising Rates (per issue)

Additional
20% OFF
(Advertising Rates)
2 or More Issues

Eighth Page.....	\$300
Quarter Page	\$525
Half Page	\$700
Full Page	\$1,050
Inside Covers.....	\$1,300
Back Cover	\$1,500

ISSUES: Fall 2017 Winter 2018 Spring 2018 Summer 2018



Full Page Bleed Trim: 8.25" wide x 10.75" tall (add .25" bleed on all sides) Live Area: 7.5" x 10" Full Page No Bleed 7.5" wide x 10" tall
 Half Page Horizontal 7.5" wide x 4.75" tall
 Half Page Vertical 3.5" wide x 10" tall
 Quarter Page 3.5" wide x 4.75" tall
 Eighth Page 3.5" wide x 2.25" tall

TO ADVERTISE:

Call Kellie Jocoy at **772-220-1942 x213**
or Email Kellie at Kellie@LyricTheatre.com

MECHANICAL ARTWORK REQUIREMENTS

Ad sizes

Full Page Full Bleed	8 3/4" x 11 1/4"
- includes 1/4" bleed on all sides	
Full Page non bleed	7 1/2" x 10"
Half Page (Horizontal)	7 1/2" x 4 3/4"
Half Page (Vertical)	3 1/2" x 10"
Quarter Page	3 1/2" x 4 3/4"
Eighth Page	3 1/2" x 2 1/4"
Magazine trim size	8 1/4" x 10 3/4"
	3/8" safety from all edges. Gutter safety is 1/4".

Furnished digital files:

Email files to Karin@LyricTheatre.com

Acceptable formats:

- PDF - 300dpi. Composite CMYK PDF/X-1A compliant.
- EPS - Fonts and images must be imbedded. No compression
- JPG - Ad size @ 300dpi

Materials deadline by issue:	due:	publish:
FALL (Oct/Nov/Dec)	Aug 15	October
WINTER (Jan/Feb)	Nov 15	January
SPRING (Mar/Apr/May)	Jan 15	March
SUMMER (Jun/July/Aug/Sept)	May 11	June

ADVERTISEMENT CHARGES

Please check the applicable boxes you have selected for advertising in *The Lyric Quarterly Magazine*

Ad Size: Eighth Page Quarter Page Half Page - Vertical Half Page - Horizontal Full Page Inside Cover Back Cover

Advertising Rate \$ _____ (x # of issues) _____ (-20%) _____ = \$ _____ Payable to: **The Lyric Theatre**

Credit Card Authorization

Company Name (please print) _____ Contact _____

Credit Card Number _____ Exp. Date _____ Security Code _____

Billing Address _____

Name as it appears on card _____ Phone _____

Authorized Signature _____ Date _____