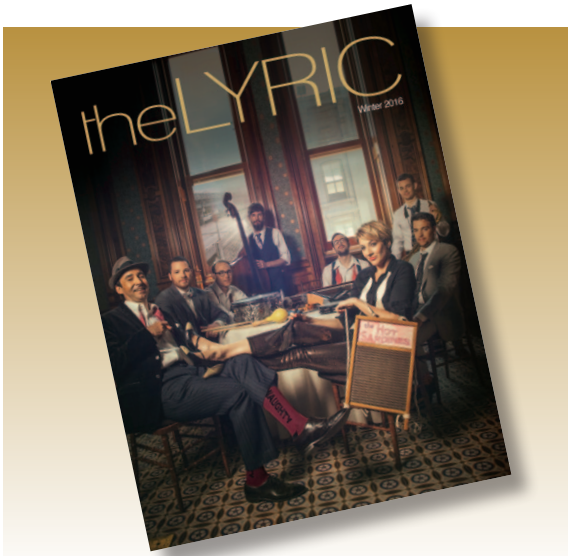


# THE LYRIC THEATRE MEDIA KIT



## 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!

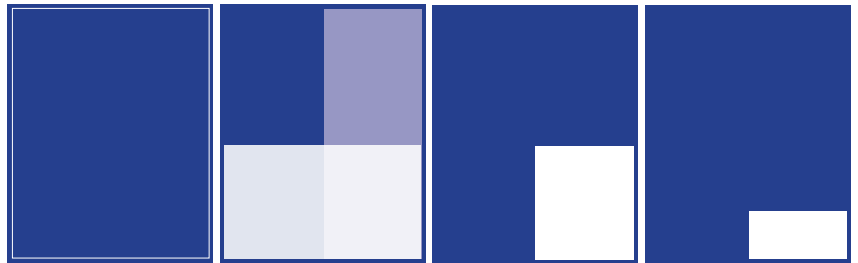


# The Lyric Magazine Advertising Rates (per issue)

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](mailto: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 [Kellie@LyricTheatre.com](mailto:Kellie@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:

<b>due:</b>	<b>publish:</b>
FALL (Oct/Nov/Dec) Aug 15	October
WINTER (Jan/Feb) Nov 15	December
SPRING (Mar/Apr/May) Jan 26	February
SUMMER (Jun/July/Aug/Sept) May 26	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 \_\_\_\_\_