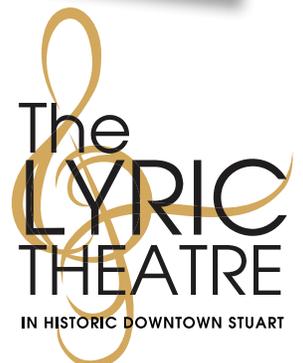


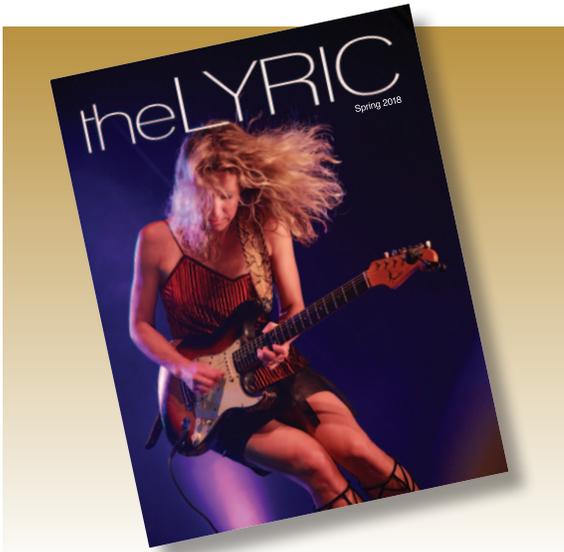
THE LYRIC THEATRE MEDIA KIT



The LYRIC Magazine

The Lyric Magazine is a quarterly magazine established to perpetuate awareness and support of the performing arts in our community. It allows your business to shine in a beautifully printed, full-color magazine on glossy stock that features The Lyric's latest shows in our season! Over 7,000 magazines are directly mailed to The Lyric membership and 70,000 copies of this award winning publication are distributed annually through a Sunday edition of our local Treasure Coast Newspapers. We distribute to local hotels, restaurants and businesses in Martin and St. Lucie County - 100,000 in total copies per year! It's the perfect advertising opportunity for your company to show support for the arts in your community!





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 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:	due:	publish:
SUMMER (June/July/Aug/Sept)	May 9	June
FALL (Oct/Nov/Dec)	Aug 13	September
WINTER (Jan/Feb)	Nov 5	December
SPRING (Mar/April/May)	Jan 26	February

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

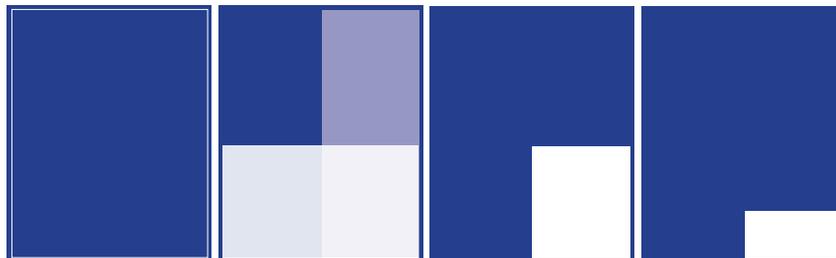
Advertising Rate \$ _____ (x # of issues) _____ (-20%) _____ = \$ _____ Payable to: **The Lyric Theatre**

The Lyric Magazine Advertising Rates (per issue)

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

Eighth Page.....	\$300.....	\$240
Quarter Page.....	\$525.....	\$420
Half Page.....	\$700.....	\$560
Full Page.....	\$1,050.....	\$840
Inside Covers.....	\$1,300.....	\$1,040
Back Cover.....	\$1,500.....	\$1,200

ISSUES: Fall 2018 Winter 2018-19 Spring 2019 Summer 2019 Fall 2019



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

Authorization for ad placement:

Today's Date: _____

I agree to advertise in The Lyric Quarterly Magazine and will be responsible for payment.

Authorized Signature

Contact Name (please print)

Company Name (please print)

Address

City/State/Zip

Phone

Email

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** _____