

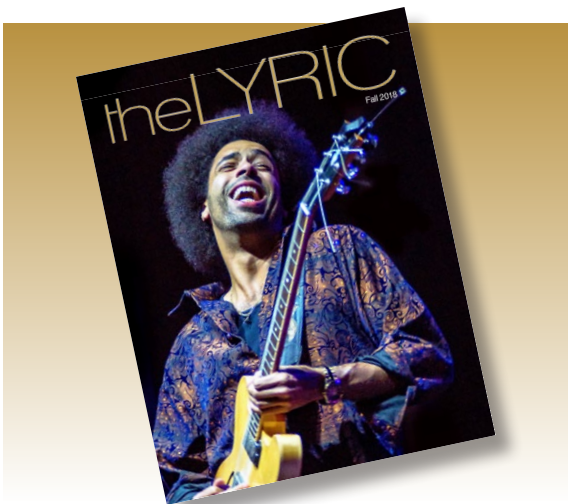
# THE LYRIC THEATRE **MEDIA KIT**



## 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](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: | due:   | publish:  |
|------------------------------|--------|-----------|
| FALL (Oct/Nov/Dec)           | Aug 9  | September |
| WINTER (Jan/Feb)             | Nov 8  | December  |
| SPRING (Mar/April/May)       | Jan 24 | February  |
| SUMMER (June/July/Aug/Sept)  | May 8  | June      |

## ADVERTISEMENT CHARGES

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

Issue: ☐ Fall 2019 ☐ Winter 2019-20 ☐ Spring 2020 ☐ Summer 2020 ☐ Fall 2020

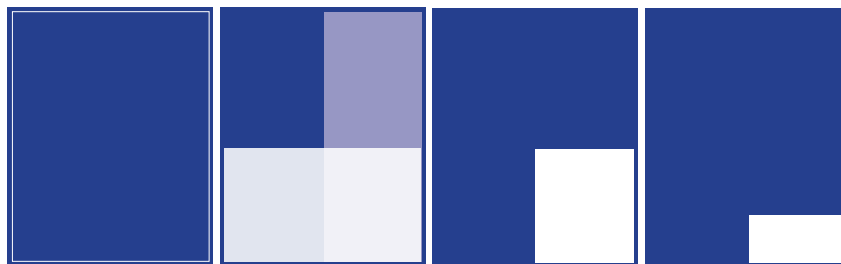
Ad Size: ☐ Eighth Page ☐ Quarter Page ☐ Half Page - Vertical ☐ Half Page - Horizontal ☐ Full Page ☐ Inside Cover ☐ Back Cover

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 |



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 \_\_\_\_\_