

SMHS Musical Advertising Form 2018



**Our Playbill Needs You!**

We would like each family to contribute by either:  
Selling an ad to a place of business that might like to  
advertise to our South Meck supporters:

Example – your place of employment, your hairdresser, orthodontist or child’s dance  
studio. They can provide you with their ad according to the below dimensions and price  
scale – logo, wording, etc.

Personally purchase part of a page to encourage and show  
your family’s support of your student.

Examples from previous years can be found on the website at

<http://www.southmeckmusicals.com/program-advertising-and-bio-forms.php>

**Ad Costs:**

Cover – Full page Inside Front Cover, Full page Inside Back Cover, or Full page Back Cover -  
\$170 Inside - Full Page - \$80 Half Page - \$50 Quarter Page - \$25 Shout Out - \$10

**Advertising information:**

Preferred file format is PDF, we can also accept Word, JPEG, or Tif. Email if you need help with this.

Inside front cover, inside back cover, and the back cover are all available as full page ads. These are great featured spots that  
are very visible. The entire playbill is in full color. The ad dimensions are as follows...

Full page 5" w x 8" h

Half page 5" w x 3.75" h

Horizontal (landscape) Quarter Page 5" w x 1.875" h (this is 1 and 7/8)

Vertical (portrait) Quarter Page 2.25" w x 3.75" h

Inside front cover, inside back cover, and back cover are 5.5" w x 8.5" h because they do not have margins on the side

**Shout Outs:**

Shout outs are notes to your student that are three or four sentences, words only, no photos. Email it, or put it on the form  
below. Pick a font if you want! Keep it simple.

For an ad, please send your **single page ad as you want it to appear** in the playbill. Play around with Clip Art, draw something  
or use a photograph. Send your page to school with your student or scan it in an email. Confirm your size as quarter, half or  
full page just in case the measurements aren’t as accurate as the printer needs them. Keep it simple. Embarrass your child  
with a baby picture, send hugs from the dog or wish them well in your family’s first language. Encourage across the miles with  
something from an out of town grandparent who can’t make it. If you are still stumped, ask one of your child’s friends to help  
you so your surprise won’t be ruined. ☺ The playbill is a fun way to get involved in the success of the show!

**Delivery instructions:**

Email digital art or additional instructions to Jennifer Moore [mommy2miriam@gmail.com](mailto:mommy2miriam@gmail.com) with “Hairspray Ad” in the  
subject line OR send art or digital art to school with the student to give to the stage manager.

**PLEASE print this form and have your student give the bottom portion to the stage manager with your payment so we can  
match ads to payment. If you are still stuck, please call Jennifer Moore, 704-649-1386**

**Ads due Friday, February 2.** Your ad will not be included in the playbill if we have not received payment.

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*I am ordering: (Circle one)*

<i>Full page</i>	<i>Half page</i>	<i>Quarter page</i>	<i>Inside front cover</i>	<i>Inside back cover</i>	<i>Back cover</i>	<i>Shout out</i>
<b>\$80</b>	<b>\$50</b>	<b>\$25</b>	<b>\$170</b>	<b>\$170</b>	<b>\$170</b>	<b>\$10</b>

*Check one:*

*I will email my artwork* \_\_\_\_\_ *I am enclosing my artwork with my check* \_\_\_\_\_

*Name* \_\_\_\_\_ *phone#* \_\_\_\_\_ *email* \_\_\_\_\_

*Make Checks payable to “SMHS Drama Boosters” ck#* \_\_\_\_\_ *cash (receipt will be sent home)* \_\_\_\_\_