



Thank you for your interest in advertising in the 2019 Heritage Theatre Festival Playbill. We produce a single playbill for the full summer season and distribute it at all performances and events throughout our six-week season, including sponsor receptions and all performances. Approximately 10,000 Heritage patrons, donors, sponsors, and company members will see your ad, which will run from late June through early August. The Heritage Playbill is the ideal place to get your message to a wide variety of generous theatre patrons, local arts lovers, and visitors to our area!

All ads are full color.

Our 2019 advertising rates are as follows:

Ad Size	Dimensions	Cost
¼ page vertical	2 3/8" wide X 3 ¾" high	\$450
½ page vertical	2 3/8" wide X 7 ½" high	\$550
½ page horizontal	4 ¾" wide X 3 ¾" high	\$550
Full page	4 ¾" wide X 7 ½" high	\$700

All ads are color, no bleeds. HTF accepts only digital ad submissions.

The following formats are accepted:

1. PDF: must be print-ready, 300 dpi minimum, all fonts and images embedded, CMYK (all spot colors converted to 4 color).
2. Illustrator eps files: fonts must be outlined, images embedded, CMYK (all spot colors converted to 4 color).
3. Photoshop eps files: 300 dpi minimum, flattened, CMYK.

Artwork is due by May 20, 2019

For more information or to reserve your space,
please contact Judy McPeak at judym@virginia.edu or 434.924.8137.