

2023-24 SEASON **ADVERTISING OPPORTUNITIES**



APPELL  **CENTER**
FOR THE PERFORMING ARTS

50 N. GEORGE ST. • YORK, PA • 717-846-1111 • APPELLCENTER.ORG   

Appell Center for the Performing Arts Digital Playbill

Your advertising will be viewed by more readers during the 2023-24 season than ever before through our online platform, as well as in a traditional print book at select shows throughout the year...all included with your purchase of any ad space!

NAME OF BUSINESS

STREET ADDRESS

MAILING ADDRESS (if different)

CITY

STATE

ZIP

PRIMARY CONTACT

TITLE

PHONE

EMAIL

The undersigned authorizes the sponsorship outlined below, and agrees to pay the full amount indicated by September 29, 2023. All sponsors will have first right of refusal for the next season.

PRINT YOUR NAME

SIGNATURE

DATE

Playbill Advertising Artwork must be received by:
Friday, August 18, 2023

POSITION	RATE
<input type="checkbox"/> Program access cards (distributed at every live performance in the Strand & Capitol Theatres)	\$4,000
<input type="checkbox"/> Premium Position (Full Page)	\$3,500
<input type="checkbox"/> Full Page	\$3,300
<input type="checkbox"/> Half Page	\$2,100
<input type="checkbox"/> Quarter Page	\$1,150

Consider broadening your reach with a pre-film slide before our CapFilm Series presentations!



PAYMENT OPTIONS

☐ **Invoice**

☐ **Check enclosed for \$** _____

☐ **Credit Card**

☐ VISA

☐ MASTERCARD

☐ DISCOVER

☐ AMEX

CREDIT CARD NUMBER

EXPIRATION DATE MM/YYYY

NAME ON CARD

SIGNATURE

RETURN COMPLETED FORM AND PAYMENT TO:

Appell Center
for the Performing Arts
Attn: Ad Sales
50 North George Street
York, PA 17401

QUESTIONS? CONTACT:

Dan Crowell
Development Assistant
717.825.2239
dcrowell@appellcenter.org

SUBMITTING ARTWORK

See specifications sheet for details regarding artwork submission.

CHECK OUT A SAMPLE OF THE DIGITAL BOOK

Text "PROGRAM" to 424-414-0510 or scan this code with your smart phone's camera:



Digital Playbill Artwork Specifications



160px high x
420px wide

- All ads should be RGB color mode and should be no less than 72dpi, JPG, PNG or GIF format. We cannot accept Microsoft Word, Excel, PowerPoint or Publisher documents as finished ads.
- For ideal presentation, ad should contain an “eye catching” image or color along with a logo and limited text.
- Font size should be 12pt or higher for maximum legibility. All text and elements should be within “live” space.
- Ads can be made interactive. Please provide a landing site URL once clicked on (for example: homepage; social media; email/phone). This text does not need to be a part of the ad design.
- Ads may be sent as motion graphic GIFs. Overall size of GIF ad should not exceed 2 megabytes and should follow all guidelines listed above.
- GIF ads may be adjusted at the designer’s discretion in order to accommodate recommended file size.

HOW TO SUBMIT ARTWORK FOR PLAYBILL ADS:

Email artwork to: dhoffheins@appellcenter.org

Subject Line: Playbill Ad: [insert company name]

Email Guidelines:

Include company name, contact person, telephone and the URL link for the ad in the email message

Files up to 6MB are acceptable by email. If the file exceeds this size, compression is acceptable. Please email for further instructions if necessary.

QUESTIONS? CONTACT:

Dave Hoffheins

Marketing Content Manager

(717) 825-2234

dhoffheins@appellcenter.org

BE A PART OF THE MAGIC OF CAPFILM IN THE CAPITOL THEATRE!

A slide in our pre-film slideshow will spread your advertising message to **over 10,000 theater-goers**. We present over 80 films and cinematic special events, including popular favorites – White Christmas and our Free First Friday Family Films.

Advertising space is limited, only 10 advertisers will be highlighted for an entire season of exposure.

NAME OF BUSINESS

STREET ADDRESS

MAILING ADDRESS (if different)

CITY STATE ZIP

PRIMARY CONTACT TITLE

PHONE EMAIL

The undersigned authorizes the sponsorship outlined below, and agrees to pay the full amount indicated by September 31, 2023. All sponsors will have first right of refusal for the next season.

PRINT YOUR NAME SIGNATURE DATE

CAPFILM SERIES Artwork must be received by: **Friday, August 18, 2023**

PRE-FILM SLIDES	RATE
<input type="checkbox"/> Slide – 1920 x 1080 pixels	\$2,500
<input type="checkbox"/> Slide WITH purchase of Playbill Ad	\$1000



PAYMENT OPTIONS

☐ Invoice

☐ Check enclosed for \$_____

☐ Credit Card

☐ VISA

☐ MASTERCARD

☐ DISCOVER

☐ AMEX

CREDIT CARD NUMBER

EXPIRATION DATE MM/YYYY

NAME ON CARD

SIGNATURE

RETURN COMPLETED FORM AND PAYMENT TO:

Appell Center
for the Performing Arts
Attn: Ad Sales
50 North George Street
York, PA 17401

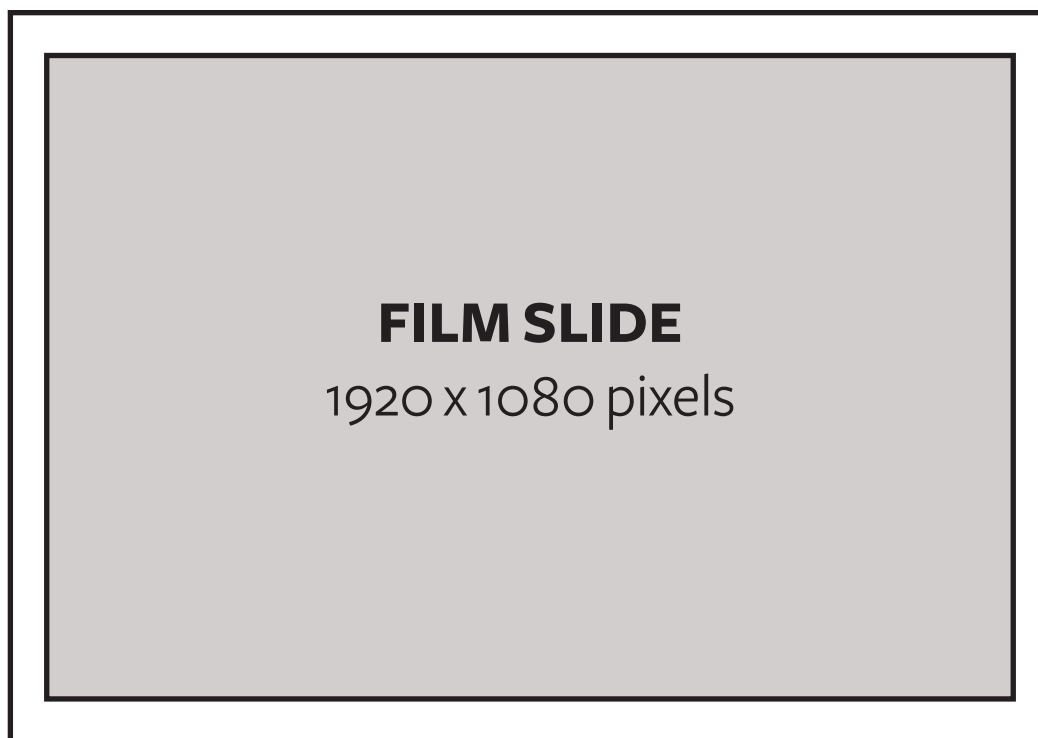
QUESTIONS? CONTACT:

Dan Crowell
Development Assistant
717.825.2239
dcrowell@appellcenter.org

SUBMITTING ARTWORK

See specifications sheet for details regarding artwork submission.

CapFilm Slide Artwork Specifications



CapFilm Series Artwork Specifications

Artwork must be high resolution – 300dpi minimum.

Use high resolution logos and imagery.

The following digital file formats are accepted: PDF, TIF or JPG.

Files should be exact size.

All fonts must be embedded or outlined.

No fonts under 9 point in size.

Limit use of bright/hot colors.

Please include company name in the file name.

HOW TO SUBMIT ARTWORK FOR CAPFILM SERIES

Email artwork to: dhoffheins@appellcenter.org

Subject Line: CapFilm Series Ad [insert company name]

Email Guidelines:

Include company name, contact person, telephone in the email message

Files up to 6MB are acceptable by email. If the file exceeds this size, compression is acceptable. Please email for further instructions if necessary.

If you are purchasing with Playbill Ad, please include both in your email.

QUESTIONS? CONTACT:

Dave Hoffheins

Marketing Content Manager

(717) 825-2234

dhoffheins@appellcenter.org