



**GALA PLAYBILL ADVERTISING RATES AND SPECS**

**Publication Size:** 5.5" W x 8.5 H" • **Paper stock:** 70# glossy enamel stock • **Color:** All ads are B&W

<b>PAGE</b>	<b>SIZE</b>	<b>SEASON AD* (all 4 playbills)</b>	<b>INDIVIDUAL AD* (one production only)</b>
<b>Inside Cover</b>	8.25" H x 5.25" W	\$3,000	\$750
<b>Full Page</b>	8.25" H x 5.25" W	\$2,000	\$500
<b>Half Page</b>	<b>Horizontal:</b> 4.5" H x 5.25" W	\$1,200	\$300
	<b>Vertical:</b> 8.25" H x 2.75" W		
<b>Quarter Page</b>	<b>Horizontal:</b> 2.12" H x 5.25" W	\$600	\$140
	<b>Vertical:</b> 4.25" H x 2.62" W		

*\*Rates subject to change; verify with GALA at (202) 234-7174. Guaranteed Position: Additional 10% charge. Rates are non-commissionable.*

**RESERVATIONS**

**Reservations for season ads are due by August 25.** Reservations for individual productions are due two weeks before the opening of a production. Your reservation can be emailed to [marketing@galatheatre.org](mailto:marketing@galatheatre.org); faxed to (202) 332-1247; mailed to GALA Hispanic Theatre, Attn: Advertising, P.O. Box 43209, Washington, DC 20010; or may be made by phone by calling (202) 234-7174.

**ARTWORK DEADLINES**

September/October Production	September 1
January/February Production	January 10
April Production	March 25
June Production	May 15

**MECHANICAL REQUIREMENTS**

You can submit text to GALA for design at an additional charge of \$75 per ad or your designed ad to [marketing@galatheatre.org](mailto:marketing@galatheatre.org) or by mail to GALA Hispanic Theatre, Attn: Advertising, P.O. Box 43209, Washington, DC 20010. **300dpi JPEG and TIFF are the preferred file formats.** Alternative formats: Hard copy to be scanned, PDF file, Black & white camera-ready art with 133 line screen.

**PAYMENT DEADLINE**

**Ad payments are due upon receipt of artwork.** Mail check to: GALA Hispanic Theatre, Attn: Advertising, P.O. Box 43209, Washington, DC 20010.

**For questions, contact GALA at (202) 234-7174.**