UMASS FINE ARTS CENTER 2011–2012 SEASON PLAYBILL SPECS & RATES

Modular Sizes: Width x Height (inches)

Discounts: Entire season discount: take 20% off standard rate when you book an ad for the entire season before July 31. Area college departments and non-profit organizations receive a 20% discount as well. (Not to be combined with any other discount.)

Please circle the size, placement, and location of your ad in the charts above.

Advertiser Organization _________________________________________________________________

Billing Address___________________________ City________________________ State_______

Contact Person____________________________ Phone____________________ Fax_________________

Email Address______________________________________

☐ Using Ad Agency—Contact Company for information.

Specs: Electronic files should be in a PDF format. When saving in PDF, please embed all fonts and include high-resolution graphics. We can also accept Photoshop, Illustrator, and InDesign files. Please include all fonts and artwork for the ad. We can accept Macintosh files if they’re burned to a CD. A proof (color if applicable) should be provided for all files. Color advertising spaces are limited. Please email electronic files directly to Jorge Luis González at jlg@admin.umass.edu or call 413-545-4482 to arrange for alternate transmission.
FAC 2011–2012 PLAYBILL SCHEDULE
Center Series and Asian Arts & Culture Programs Combined
Total Number of Issues: 18,800

ISSUE I: From 9/24 – 10/12  # of Issues: 3600
Ads due from advertisers and copy due from artists/agents: August 15, 2011
Copy & Ad Art given to printer: September 5, 2011
Playbills Delivered to Fine Arts Center: September 22, 2011
September 24, James Farm Featuring Joshua Redman, BA
October 1, Patti LuPone: Gala Season Opening, CH
October 5, Wu Man: Chinese Pipa, BA
October 12, Creole Choir of Cuba, CH

ISSUE II: From: 10/19 – 11/8  # of Issues: 3000
Ads due from advertisers and copy due from artists/agents: September 4, 2011
Copy & Ad Art given to publisher: September 16, 2011
Playbills Delivered to Fine Arts Center: October 17, 2011
October 19, Gallim Dance, CH
October 28, Shantala Shivalingappa, BA
November 2, The Things They Carried With Them, BA
November 8, Samulnori, CH

ISSUE III: From 11/10 – 2/1  # of Issues: 3000
Ads due from advertisers and copy due from artists/agents: October 1, 2011
Copy & Ad Art given to publisher: October 15, 2011
Playbills Delivered to Fine Arts Center: November 8, 2011
November 10, New Century Chamber Orchestra, CH
November 16, Tia Fuller Quartet, BA
November 18, Arlo Guthrie, CH

ISSUE IV: From 1/31 – 2/22  # of Issues: 6000
Ads due from advertisers and copy due from artists/agents: December 20, 2011
Copy & Ad Art given to publisher: January 3, 2012
Playbills Delivered to Fine Arts Center: January 27, 2012
January 31 & February 1, The Color Purple, CH
February 7, Anna Moura, CH
February 22, Suzanne Farrell Ballet, CH

ISSUE V: From 3/1 – 3/31  # of Issues: 4000
Ads due from advertisers and copy due from artists/agents: January 23, 2012
Copy & Ad Art given to publisher: January 30, 2012
Playbills Delivered to Fine Arts Center: February 24, 2012
March 1, SFJAZZ Collective, CH
March 6, CIRCA, CH
March 27, Tao: The Art of the Drum, CH
March 31, Ernie Watts & Friends, BA

ISSUE VI: From 4/3 – 4/19  # of Issues: 2500
Ads due from advertisers and copy due from artists/agents: February 28, 2012
Copy & Ad Art given to publisher: March 5, 2012
Playbills Delivered to Fine Arts Center: March 29, 2012
April 3, Ballet Hispanico, CH
April 13, Ravi Coltrane Quartet, BA
April 19, The Knights, CH

(CH=Concert Hall; BA=Bowker Auditorium)