



2021-22 SEASON ADVERTISING OPPORTUNITIES



PLUS- Add Spirit of the Season for a discounted rate!

Get the best exposure by placing a color ad for the entire season!

step into the spotlight

Connect with the most targeted audience this season.

Premium Ads (Full Color in All Programs)

- Back Cover \$4600
- Inside Front Cover \$4600
- Inside Back Cover \$4600
- First Full Page \$4400

Reno Phil Program Book Ad Dimensions

- Full Page, Full Bleed: 8.75" x 8.75"
- Full Page, Non Bleed: 8.25" x 8.25"
- Half Page, Horizontal: 8.25" x 4"
- Half Page, Vertical: 4" x 8.25"
- Quarter Page: 4" x 4"

STANDARD ADS

PLEASE SUBMIT PRESS READY, 300 DPI .PDFS TO EVELYN K. KLATT AT EKLATT@RENOPHIL.COM. NO OTHER FORMATS WILL BE ACCEPTED. We can create your ad for you if needed, please contact EKLATT@RENOPHIL.COM to discuss rates.

Size	Classix & Spirit (Discounted)	Classix (Color)	Spirit of the Season NOW 4 SHOWS!	Black & White
Full Page (Bleed)	<input type="checkbox"/> \$6550 \$4350	<input type="checkbox"/> \$3600	<input type="checkbox"/> \$2200	<input type="checkbox"/> \$1200
Full Page	<input type="checkbox"/> \$5400 \$3650	<input type="checkbox"/> \$3100	<input type="checkbox"/> \$1750	<input type="checkbox"/> \$1000
Half-Page (H)	<input type="checkbox"/> \$4175 \$2650	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1525	<input type="checkbox"/> \$600
Half-Page (V)	<input type="checkbox"/> \$4175 \$2650	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1525	<input type="checkbox"/> \$600
Quarter Page	<input type="checkbox"/> \$2825 \$1900	<input type="checkbox"/> \$1600	<input type="checkbox"/> \$925	<input type="checkbox"/> \$400

DEADLINES

COLOR: Space reservation due Friday, September 17, 2021. Creative Deadline Friday, September 24, 2021

B&W: Space Reservation due 4 weeks prior to performance, creative due 3 weeks prior to performance.

Rates are NET and are non-commissionable to advertising agencies or other client representatives. (Such fees should be arranged between the client and agent and are non-deductible from payment.) An additional 25% discount is applicable to registered non-profit organizations.

Contact Information INVOICE ME

COMPANY	CONTACT NAME	
BILLING ADDRESS		
CITY	STATE	ZIP
PHONE	EMAIL	

2021-22 SEASON ADVERTISING SPECIFICATIONS



4" X 8.25"
HALF PAGE VERTICAL
no bleed or crop marks

8.25" X 4"
HALF PAGE
HORIZONTAL
no bleed or crop marks

4" X 4"
QUARTER PAGE AD
no bleed or crop marks

FULL PAGE NO BLEED 8.25"X8.25"

OUR PUBLICATION TRIM SIZE 8.5"X8.5"

FULL PAGE WITH BLEED 8.75" 8.75" (.125" bleed on all sides)