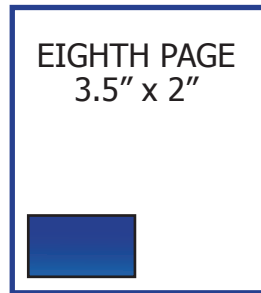
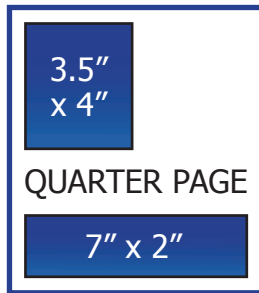
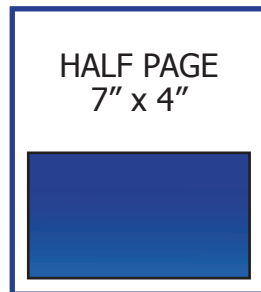
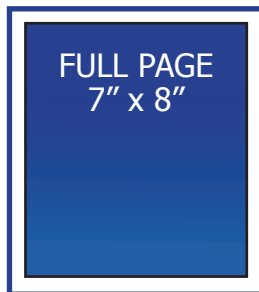


# Illinois Shakespeare Festival Program Advertising Rates

## ADVERTISING OPPORTUNITIES

Don't miss the opportunity to showcase your business to audiences of the Illinois Shakespeare Festival's 40th season. Advertising in our season program reaches over 11,000 up-scale residents of Central Illinois. It also demonstrates your commitment to the arts in Bloomington-Normal, lifting our community's influentials' awareness of your company.



## ADVERTISING EXPOSURE

Prices reflect exposure for our **three mainstage productions** for the entire run of the festival. Ads are printed on gloss paper with high-resolution graphics. These elegant magazines are often kept for months, even years, as a souvenir of the season.

## ADVERTISING DEADLINES

Approved ad copy by **June 2**  
Payment by **June 15**

## RATE CARD

All advertisements are full color.

Full-page advertisements	\$800
Half-page advertisements	\$450
Quarter-page advertisements	\$250
Eighth-page advertisements	\$150

**\*\* 20% Discount for Chamber Members \*\***

## SUBMISSION DETAILS

You are responsible for creation of the ad. ISF will invoice you upon receipt of artwork. Artwork must be provided digitally via email to Chelsey Eimer (email below). Files must be submitted in EPS, TIFF or high-resolution PDF formats. All files need to be submitted in 300 dpi CMYK format.

## SPONSORSHIP OPPORTUNITIES

Your business can also sponsor or any of our mainstage or green-show productions. Additional benefits include increased exposure, complimentary tickets, and more. If you are interested in a tax-deductible sponsorship, please contact us for additional information.

FOR MORE INFORMATION CONTACT

**CHELSEY EIMER**

Director of Community Engagement  
cbeimer@ilstu.edu



ILLINOIS  
SHAKESPEARE  
FESTIVAL

# 2017 Season ISF Program Advertising Application

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Artwork must be provided digitally via email to [cbeimer@ilstu.edu](mailto:cbeimer@ilstu.edu).  
Files must be submitted in EPS, TIFF or high-resolution PDF formats.  
All files need to be submitted in 300 dpi CMYK format.

**Reservation is due by May 19.**

**Artwork is due by June 2.**

ISF will invoice you upon receipt of your artwork. Payment will be due no later than **June 15**.

**Please reserve the following space for our business in the ISF program.**

Full-page advertisement	_____ \$800	_____ \$640*
Half-page advertisement	_____ \$450	_____ \$360*
Quarter-page advertisement	_____ \$250	_____ \$200*
Eighth-page advertisement	_____ \$150	_____ \$120*

\* McLean  
County  
Chamber  
Discount

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

**Please send your contract and artwork to:**

Chelsey Eimer  
Director of Community Engagement  
Illinois Shakespeare Festival  
212 Centennial West  
Normal, IL 61790-5700  
Email: [cbeimer@ilstu.edu](mailto:cbeimer@ilstu.edu)



**Thank you for supporting the Illinois Shakespeare Festival!**