

The Los Angeles Women's Theatre Project



**'BREAKING THE FOURTH WALL'
ADVERTISING RATE CARD**

(A Resource Directory for Women & Patrons,
who support Women the Performing Arts.)

Print Rates

Full page B&W ad = \$995

1/2 page B&W ad = \$595

1/4 page B&W ad = \$375

Full page color ad = \$1,095.

Full page color ad Premium position (Inside front and inside back cover.) = \$1,175.

Back Cover = \$1,295. (Full page with color.)

Extended Listing = \$95 (Contact & description. Up to 50 words total)

Dimensions

Full page 4.875" width X 7.875" height

1/2 page 4.875" width X 3.875" height

1/4 page 2.375" width X 3.875" height

***All ads will include up to a 25 word listing (contact information) in the resource directory, at no charge.

All ads are B&W, (unless specified as the back cover or a premium ad) and must be camera-ready.

JPEG format 300 dpi

Gray scale (no color)

No word files for ads

Internet ad Rates

ON-LINE BUTTON - INCLUDES LIVE URL LINK = (180 X 180) = \$50 per month - six (6) month minimum. Total cost for 6 months = \$300. (Must be camera-ready.)

VIP Package (Best Deal)

1/2 PAGE B&W AD (\$595 value) • On-line Button on The LAWTP website through the end of 2012. (\$300 - \$600 value)

Your Cost only \$695

Camera-ready ads for print are due by April 17, 2012.

Printing takes place first week in May 2012.

2,000 Resource Directories will be distributed starting May 31, 2012 – December 31, 2012. The On-line Digital version will be on the LAWTP website for a year, as well as a live-URL link to the Digital Directory in the LAWTP monthly e-newsletter for a year, catering to Women, the Lesbian Community and Patrons who support women in the Performing Arts.