



GALLAGHER BLUEDORN
University of Northern Iowa

FOR MORE INFORMATION CONTACT
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2017-2018 SEASON

PROGRAM ADVERTISING RATES

	SINGLE ISSUE	FULL SEASON <i>6 issues, including summer</i>	AD DIMENSIONS
Back cover - <i>color</i>	- SOLD -	- SOLD -	Full page sizing with 1/8" bleed: 5.75"W x 8.75"H Trim size: 5.5"W x 8.5"H
Inside back cover - <i>color</i>	- SOLD -	- SOLD -	
Inside front cover - <i>color</i>	- SOLD -	- SOLD -	
Full page inside - <i>color</i>	\$1,290	\$3,590	
Full page inside - <i>black & white</i>	\$1,050	\$2,850	
Half page - <i>color</i>	\$995	\$2,695	4.75"W x 3.75"H
Half page - <i>black & white</i>	\$875	\$2,350	4.75"W x 3.75"H
Quarter page - <i>color</i> (vertical or horizontal)	\$595	\$1,490	<i>vertical</i> - 2.25"W x 3.75"H <i>horizontal</i> - 4.74"W x 1.75"H
Quarter page - <i>black & white</i> (vertical or horizontal)	\$495	\$1,250	<i>vertical</i> - 2.25"W x 3.75"H <i>horizontal</i> - 4.74"W x 1.75"H

FULL SEASON ADVERTISERS, RECEIVE SUMMER ISSUE FOR FREE

ADVERTISE A PROMOTION OR DISCOUNT WITH 500+ MEMBERS OF FRIENDS OF GALLAGHER BLUEDORN

PLEASE FORWARD YOUR AD DESIGN TO GINNY.TUNNICLIFF@UNI.EDU

ADS DUE BY AUGUST 25, 2017

DESIGN SPECIFICATIONS:

Final program size: 8.5" x 5.5" - *playbill size*.

Ads submitted as digital files must be high resolution - *300dpi*.

PDF, Illustrator EPS, Photoshop or InDesign files are preferred - *Macintosh format*.

Payment due:

Nov. 1, 2017 or Mar. 1, 2018 (invoice sent 30 days prior).

Nov. 1 deadline applies if ad runs in programs 1-3 or full season.

Mar. 1 deadline applies if ad runs in programs 4-5 only.

COPY DUE:
PROGRAM 1: AUGUST 25, 2017
PROGRAM 2: OCTOBER 13, 2017
PROGRAM 3: JANUARY 5, 2018

PROGRAM 4: JANUARY 26, 2018
PROGRAM 5: MARCH 2, 2018

THANK YOU FOR YOUR SUPPORT OF THE GALLAGHER BLUEDORN. WE'RE PROUD TO BE YOUR CENTER FOR THE ARTS!



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SEASON LISTING

PROGRAM 1

- REO Speedwagon
- Academy of St Martin in
the Fields Chamber Ensemble
- Lily Tomlin
- The Simon & Garfunkel Story

Total Potential Patrons: 5,500

PROGRAM 2

- Dirty Dancing
- Minnesota Ballet Presents The Nutcracker
- Straight No Chaser
- Natalie Macmaster and Donnell Leahy
Present A Celtic Family Christmas

Total Potential Patrons: 8,700

PROGRAM 3

- The Price is Right Live
- Gobsmacked!
- Daniel Tiger's Neighborhood Live
- RENT

Total Potential Patrons: 7,100

PROGRAM 4

- Minetti Quartet
- Jersey Boys
- Riverdance
- Circus 1903 - The Golden Age of Circus

Total Potential Patrons: 8,175

PROGRAM 5

- Mercy Killers
- Feathers of Fire: A Persian Epic
- 2017 Van Cliburn Piano
Competition Silver Medalist
- The Kite Runner
- Black Violin

Total Potential Patrons: 2,775

PLUS THE 2017 SUMMER SHOWS

- BUY FIVE ISSUES, RECEIVE
SUMMER ISSUE FOR FREE
- OVER 30,000 POTENTIAL
PATRONS REACHED
- SUMMER 2018 SEASON
TO BE ANNOUNCED