



## TC Advertising Rates 2007/2008

Size & Orientation	A la carte				Package Deals	
	Concerts	Show Tune Showdown – STS			Concerts Only	All Events
	Individual Concerts (each)	STS Only	STS with 1 or 2 Concerts	STS with All 3 Concerts	Regular 3 Concert Season	Regular 3 Concert Season Plus STS
<b>Biz Card H/V</b>	60	75	65	60	165	215
<b>Half Page H/V</b>	100	115	110	100	270	355
<b>Full Page</b>	150	185	165	150	405	530
<b>Front Inside Cover</b>	160	200	175	160	430	565
<b>Back Inside Cover</b>	160	200	175	160	430	565
<b>Back Cover</b>	200	250	220	200	540	705
					<i>Save up to 10%</i>	<i>Best Deal! Save up to 12%</i>

Key: H = Horizontal; V = Vertical; STS = Show Tune Showdown

### Billing Specifics:

- Package Deals are to be selected up front (vs. growing a la carte purchases throughout the year). Pre-payment of package deals will save an additional \$5 off the total (roughly an additional 1-2% off our already discounted rates).
- A la carte advertisements are billable on a per event basis. Package deals are billable per season. Billing options for package deals are available. Contact us for further information.
- Show Tune Showdown costs are pro-rated to the standard concert rate when purchased as part of the full regular season advertising.

### Flexibility within Package Deals:

- Any change in size or orientation of an ad within the season will constitute a new advertisement and result in an adjustment to the assessed costs.
- Change in content for Package Deals is allowed as long as the new content does not change the size or orientation of the advertisement. Any changes must be submitted by the due date for the specified event.

### Ancillary Fees:

- Any or all art work (including ad creation and/or editing due to non-conformant ad specifications) will be charged at the following rates:
  - \$75 base fee for the first hour (or any part thereof)
  - \$25 per hour (or any part thereof) above the first hour
- Any non-compliant ad submission (e.g., improper file format) will be billed an additional \$25.