



## **BEAUTY AND THE BEAST PROGRAM ADVERTISEMENT INFORMATION**

*The Burns Park Players provides a unique opportunity for family-oriented musical theater in Ann Arbor. Involving parents, children, teachers, and the wider Burns Park community, the Players produce a popular musical that the whole community can enjoy in an affordable, accessible setting. This production is very expensive, however, which is why the Players membership solicits support from community businesses. Program advertising helps underwrite the cost of the show and makes possible meaningful donations to Burns Park Elementary and Tappan Middle Schools, and to the wider school district for performance-related grants.*

### **WHEN THE SHOW WILL GO ON**

This year the Players will perform Disney's *Beauty and the Beast* February 8, 9, 15 and 16 at Tappan Middle School. Friday performances begin at 7:30 p.m. and Saturday performances begin at 4 p.m.

### **AD REQUIREMENTS**

Advertising copy must conform to specific sizes delineated on the opposite side of this sheet. Ad copy must be camera-ready, meaning that all the information is complete and ready to be reproduced as is. Ads should be black (or gray) on a white background and defined by a black (or gray) border. Ad copy and payment is due to the Burns Park Players by Friday January 25, 2008. These may be given to the Players representative who solicited the ad or directly mailed to: The Burns Park Players, 1520 Cambridge Ave., Ann Arbor, MI 48104. Advertisers will receive a written receipt for their records.

### **SUBMITTING ADS ELECTRONICALLY**

Ad copy should be submitted electronically (via email) to [playersprogram@comcast.net](mailto:playersprogram@comcast.net). A "pdf" file format is preferred. For questions, contact the program crew at [playersprogram@comcast.net](mailto:playersprogram@comcast.net).

### **REPEAT BUSINESS**

Many business supporters advertise in the program each year. Those wishing to use ad copy from the previous year may do so by simply letting the Player soliciting the ad know that the copy should be re-run, and submitting payment. For questions concerning ad copy and payment deadlines, availability of premium ad space, invoicing or billing, contact Angela Diebolt at [playersprogram@comcast.net](mailto:playersprogram@comcast.net).

### **TAX-DEDUCTIBLE CONTRIBUTION — ANOTHER OPTION**

The Burns Park Players, Inc. is a 501(c)(3) organization. As a result, businesses and individuals alike may make a tax-deductible contribution to the Burns Park Players in addition to or in lieu of purchasing a program ad. Donors are recognized in the program and receive a written acknowledgement of the contribution for their records.

**AD COPY &  
PAYMENT  
DUE BY  
JANUARY 25, 2008**

**BEAUTY AND THE BEAST  
PERFORMANCES  
FEBRUARY  
8, 9, 15 & 16**

**SINCE 1992, THE BURNS PARK PLAYERS HAS DONATED OVER  
\$200,000 IN PERFORMANCE PROCEEDS.**



# 2008 PROGRAM AD SIZES AND PRICES

Full Page  
7.5" x 10"  
\$225

Half Page  
Vertical  
3.5" x 10"  
\$150

Half Page Horizontal  
7.5" x 4 3/4"  
\$150

Quarter Page  
3.5" x 4 3/4"  
\$90

Sixth Page  
3.5" x 3 1/4"  
\$60

Business Card  
Horizontal or Vertical  
3.5" x 2" or 2" x 3.5"  
\$40

Ad copy and payment due by Friday, January 25<sup>th</sup> 2008.  
Submit ad in pdf format to [playersprogram@comcast.net](mailto:playersprogram@comcast.net)

Questions regarding program advertisements, contact [playersprogram@comcast.net](mailto:playersprogram@comcast.net)

Please keep ads within designated space limits. A border around each ad is appreciated.