

# ALLIANCE THEATRE

**ATLANTA**

## 2004-2005 Season Program Advertising Contract

New World Communications

**X**

Advertiser \_\_\_\_\_ Bill to Advertiser:

Contact \_\_\_\_\_ Contact for Copy:

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone & Fax \_\_\_\_\_

Email \_\_\_\_\_

**X**

Agency \_\_\_\_\_ Bill to Agency:

Contact \_\_\_\_\_ Contact for Copy:

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone & Fax \_\_\_\_\_

Email \_\_\_\_\_

### ADVERTISING ORDER

2004 -2005 Issues	Space Deadline	Materials Deadline	Premier Date
Color Purple _____	August 10, '04	August 24, '04	September 9, '04
The Fourth Wall _____	September 27, '04	October 4, '04	October 27, '04
Topdog / Underdog _____	October 13, '04	October 20, '04	November 12, '04
Christmas Carol _____	November 1, '04	November 8, '04	December 1, '04
Day of The Kings _____	December 21, '04	December 28, '04	January 21, '05
The Guardsman _____	January 8, '05	January 15, '05	February 9, '05
Heart Is A Lonely Hunter _____	February 24, '05	March 4, '05	March 23, '05
Shear Madness _____	March 10, '05	March 17, '05	April 8, '05
Five Guys Named Moe _____	April 7, '05	April 14, '05	May 4, '05

**TOTAL AMOUNT \$** \_\_\_\_\_

Rates	1X	4X	6X	9X	Ad Dimensions
Full Page, 4-Color	\$ 1,825 _____	\$ 1,670 _____	\$ 1,520 _____	\$ 1,420 _____	<b>Trim Size</b> 5 3/8" x 8 3/8"
Full Page, BW	1,600 _____	1,415 _____	1,270 _____	1,155 _____	<b>Full Page Bleed</b> 5 5/8" x 8 5/8"
1/2 Page, 4-Color	1,060 _____	1,000 _____	920 _____	860 _____	<b>Full Page Live</b> 4 7/8" x 7 7/8"
1/2 Page, BW	825 _____	735 _____	660 _____	600 _____	<b>1/2 Page Horizontal</b> 4 7/8" x 3 7/8"
1/4 Page, 4-Color	615 _____	560 _____	515 _____	485 _____	<b>1/2 Page Vertical</b> 2 1/4" x 7 7/8"
1/4 Page, BW	445 _____	400 _____	360 _____	325 _____	<b>1/4 Page Vertical</b> 2 1/4" x 3 7/8"

Premium Space	Center Spread	Cover 2	Cover 3	Cover 4
<b>Covers are Non-Cancelable</b>	\$ 3,600 _____	\$ 2,000 _____	\$ 1,850 _____	\$ 2,200 _____

**Cancellation Policy:** Cancellations must be submitted in writing and received 60 days prior to issue date or full charges apply

#### Send Contract & Payment To

Lee Armstrong, Director of Advertising  
 Luxury Marketing Link  
 PO Box 874 Elon, NC 27244  
**Atlanta:** (404) 355-1492 ☎ **NC:** (336) 329-9305  
**Fax:** (775) 743-1396 ☎ Fax: (775) 256-4274  
[AdDirector@LuxuryMarketingLink.com](mailto:AdDirector@LuxuryMarketingLink.com)

#### Send Art Materials To

Clint Smith, Publisher  
 New World Communications, Inc  
 1076 Canton Street, Roswell, GA 30075  
 (770) 992-7808  
[Publisher@LuxuryMarketingLink.com](mailto:Publisher@LuxuryMarketingLink.com)

**Mechanical Requirements:** Hi-res .pdf file is preferred. Quark files are acceptable. Please submit\_art on CD-ROM. Picture files processed to size at 300 dpi resolution or higher tiff in tif or eps format. Please include color proof for 4-color ads

Lee Armstrong / LML & New World Communications, Date  
 Luxury Marketing Link for New World Communications

#### Checks Payable to: New World Communications, Inc

Payment due within 30 days of invoice date. Unpaid balance incurs a 1.5 % monthly fee. Incomplete ads requiring production time will be billed for completion, so please contact us for help.

**Contract Regulations** – Advertisers and agencies assume liability for all content (including but not limited to text, representation, illustration, trademark & copyright infringement, violation of rights of privacy libel rights of privacy libel and unauthorized use of name) of ads printed, and also assume responsibility for any claims arising therefrom made against Luxury Marketing Link, Publisher, or Alliance Theatre Co, including, but not limited to reasonable attorney's fees, judgments, and amounts paid in compromise.

Publisher reserves the right to decline any advertising. Publisher's maximum liability for breach of this agreement will be an amount equal to the sums paid by the advertisers here under.

**Please insert the enclosed advertising materials** in the specified issues of the 2004 – 2005 Alliance Theatre Program. I have indicated on this contract the position, size, and color of my ad. I agree to the terms and conditions as described in this contract and in the media kit and signify my agreement by signing this contract.

Print Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_