

## PROGRAM ADVERTISING

On March 1, 2012, Rodgers & Hammerstein's classic musical SOUTH PACIFIC comes to the beautifully restored 1,200-seat Barnum Hall on the Santa Monica High School campus for a two-week run.

Samohi has a long tradition of well-produced, well-attended theatrical productions and our award-winning music department is one of the finest in the nation.

This is a wonderful opportunity to reach affluent decision-makers, as well as the Santa Monica community at large — all while supporting the Arts at a time when such funding is evaporating.

**Please join the many successful businesses who regularly advertise in our programs.**

### DEADLINES

Space must be reserved by Monday, February 13.

Ad materials due by Friday, February 17.

### ARTWORK

Business card ads may be submitted in printed form. For all other ads, please send repro-ready files in PDF, TIFF or JPEG format (300 ppi) to [samohitheatre@freassoc.com](mailto:samohitheatre@freassoc.com)

These are the only file formats we can accept. Please do not send your artwork in MS Word or Publisher format.

**Half page vertical**  
2.25 x 7.75 inches

**\$250**

**Quarter horizontal page  
(business card ad)**  
4.75 x 2 inches

**\$150**

**Cover ads are full color**  
5.5 x 8.5" trim (5.75 x 8.75" bleed)  
**SEE PRICE LIST**

**Interior full page (b&w)**  
4.75 x 7.75 inches

**\$400**

**Half page horizontal**  
4.75 x 3.75 inches

**\$250**

**Quarter page vertical  
(business card ad)**  
2.25 x 3.75 inches

**\$150**