



**lawrence
artscenter**
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Everything you need to know about advertising in the Lawrence Arts Center COURSE AND EVENTS CATALOG

content

- class descriptions and educational opportunities
- featured artists and exhibitions
- theater, dance, film and music performances
- all news regarding education, exhibition and performance!

distribution

- minimum 25,000 each issue

publication dates

- November 27, 2011
- mid-March (TBD)
- mid-August (TBD)

ad sizes and rates

ad size	dimensions	1x rate	3x rate
<input type="checkbox"/> 1/16 page	2.333" x 2.833"	\$83	\$75
<input type="checkbox"/> 1/8 page	4.833" x 2.833"	\$165	\$150
<input type="checkbox"/> 1/4 page	v. 4.833" x 5.833" h. 9.833" x 2.833"	\$330	\$300
<input type="checkbox"/> 1/2 page	v. 9.833" x 5.833" h. 4.833" x 11.833"	\$660	\$600
<input type="checkbox"/> full page	9.833" x 11.833"	\$1,320	\$1,000
<input type="checkbox"/> full color	add \$150		
<input type="checkbox"/> spot color	add \$85		

deadlines

publication date	space reservation	final ad approval
November 27, 2011	October 21, 2011	November 7, 2011
mid-March	TBD	TBD
mid-August	TBD	TBD

Business name: _____ Ad size: _____ Total cost: _____

Authorized signature/date: _____ / ____ / ____ Sales rep: _____

OFFICE USE ONLY: Account number _____



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