

SAN FRANCISCO
CHILDREN'S MUSICAL THEATER



SFCMT PROGRAM ADVERTISEMENT GUIDELINES

AD SALES CONTACT:
SFCMTHEATER@GMAIL.COM

SIZE:

Full-Page Ads: 5.5" wide x 8.5" high. Files that include bleed should add .25" bleed on each side. Files that do not include bleed should maintain a .25" border of image free space on all sides.

Half-Page Horizontal Ads: 5" wide x 3.875" high

Half-Page Vertical Ads: 2.375" wide x 8" high

Quarter-Page Ads: 2.375" wide x 3.875" high

COLOR: Color ads should be submitted in CMYK format. All spot colors will be converted to process. RGB files will be converted without color correction and results may be varied. Black and white ads should be submitted in grayscale format. Use of rich blacks in typography is discouraged.

FILE TYPES: Adobe Illustrator (.ai), and PDF files are preferred. Photographs/images should be included. InDesign files should be preflighted and collected for output prior to sending. EPS files should have fonts and images embedded. High resolution (at least 300DPI at full size) TIFF files are also accepted. JPEGs are not encouraged and could result in poor output. *Please do not send Quark Express files.*

TEMPLATE: The next two pages of this PDF include guidelines for margins, size, and bleed.

SUBMISSION: Ad files up to 6MB may be emailed to Molly McCoy (molly@mollymccoy.com). Please zip or compress any files or folders before emailing. If your file/s is/are too large to email, please contact Molly McCoy for information on FTP/iDisk uploading.

The diagram illustrates the layout of a full-page advertisement. It features a yellow rectangular area representing the page, with a dotted line indicating the live area. A horizontal arrow points from the text 'PAGE SIZE: 5.5" x 8.5"' to the right edge of the page. A vertical arrow points from the text 'PAGE SIZE: 5.5" x 8.5"' to the top edge of the page. Another vertical arrow points from the text 'PAGE SIZE: 5.5" x 8.5"' to the bottom edge of the page. A horizontal arrow points from the text 'LIVE AREA 5" x 8"' to the left edge of the live area. A horizontal arrow points from the text 'Text Free Area' to the left edge of the page. A horizontal arrow points from the text 'Bleed' to the left edge of the page.

Full-Page Ad

PAGE SIZE:
5.5" x 8.5"

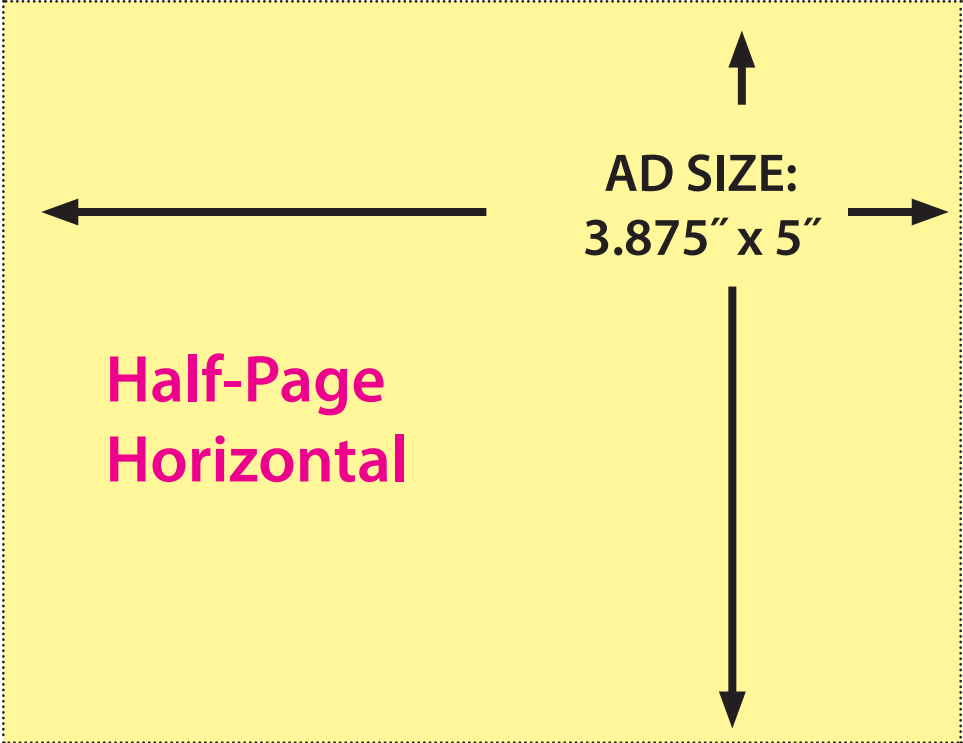
LIVE AREA
5" x 8"

Text Free Area

Keep Non-bleeding type and graphics clear of edges.

Bleed

Include .25" bleed for any graphics that touch the edges.



**AD SIZE:
3.875" x 5"**

**Half-Page
Horizontal**



A vertical yellow rectangle with a dotted border. A long black arrow points upwards from the center of the bottom edge to the top edge. Another long black arrow points downwards from the center of the top edge to the center of the bottom edge. The text 'Half-Page Vertical' is centered in the upper half of the rectangle.

**Half-Page
Vertical**



A smaller vertical yellow rectangle with a dotted border. A black arrow points upwards from the center of the bottom edge to the top edge. Another black arrow points downwards from the center of the top edge to the center of the bottom edge. The text 'Quarter-Page' is centered in the upper half. Below it, the text 'AD SIZE: 2.375" x 3.875"' is centered, with a black arrow pointing left from the 'AD SIZE:' and a black arrow pointing right to the 'AD SIZE:'. Below this, another black arrow points downwards from the center of the top edge to the center of the bottom edge.

Quarter-Page

AD SIZE: **2.375" x 3.875"**

AD SIZE: **2.375" x 8"**