

# MERCYHURST INSTITUTE FOR ARTS & CULTURE

## 2023-2024 PLAYBILL AD SIZES & SPECIFICATIONS

The Mercyhurst Institute for Arts & Culture strengthens the vibrancy of the Erie region by presenting world-class performing arts experiences that lift the spirit, galvanize the intellect, stimulate the imagination, and encourage the free exchange of ideas. By making these programs available and accessible to the broadest possible audience, the Institute strives to create an environment of richly varied, inclusive cultural experiences.



### 2023-24 MIAC LIVE SEASON

Sutton Foster | Sept. 21

Alan Cumming & Ari Shapiro | Oct. 25

Preservation Hall Jazz Band | Nov. 28

Jessica Vosk | Feb. 29

Sy Smith | March 12

Step Afrika! | April 9

Betty Buckley | April 19

Gavin Creel | May 1

Share your ad with thousands of loyal patrons who attend multiple performances each season. Your full-color ad will be in circulation for nine months from September 2023 to May 2024.

#### Ad Sizes & Rates

Full Page (Back Cover)	\$2,000
Full Page (Inside Front Cover)	\$1,750
Full Page (Inside Back Cover)	\$1,500
Full Page (First Page)	\$1,250
Full Page (Second Page)	\$1,250
Full Page (7.5" x 10")	\$1,000
Half Page (7.5" x 4.75")	\$500

#### Ad Submission Guidelines

- All ads are full color. Preferred digital file format is high resolution (300 dpi or higher) PDF.
- Files may also be submitted as high resolution (300 dpi or higher) tiff or jpeg files.
- All ads submitted must match sizes specified on this rate sheet.
- Submit ads via email or file share (Google Drive, Dropbox, etc.).

**ALL ADS AND PAYMENTS ARE DUE BY FRIDAY SEPT. 1.**

For more information about the 2023-2024 season, visit [miac.mercyhurst.edu](http://miac.mercyhurst.edu). Please email ads to [bjohnson@mercyhurst.edu](mailto:bjohnson@mercyhurst.edu).

# MERCYHURST INSTITUTE FOR ARTS & CULTURE

## 2023-2024 ADVERTISING RATE SHEET & CONTRACT

### CONTACT INFO

Business Name: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### AD SELECTION

- Full Page (Back Cover)    Full Page (Inside Front Cover)    Full Page (Inside Back Cover)    Full Page (First Page)  
 Full Page (Second Page)    Full Page (7.5" x 10")    Half Page (7.5" x 4.75")

Ad Price: \_\_\_\_\_ Amount Due: \_\_\_\_\_

### PAYMENT METHOD

- Check Enclosed\*    Credit Card

\*Please make checks payable to Mercyhurst  
Institute for Arts & Culture.

Card Number: \_\_\_\_\_

Exp. Date (mm/yy): \_\_\_\_\_ CVC: \_\_\_\_\_

Signature: \_\_\_\_\_

- I authorize the Mercyhurst Institute for Arts & Culture to charge my credit card for the amount above.  
 Please call for credit card information.

### Terms:

- Advertiser agrees to furnish ad materials and payment to the Mercyhurst Institute for Arts & Culture no later than 5 p.m. on Friday, Sept. 1.
- Premium spaces (back cover, inside front cover, inside back cover, first page, and second page) are filled as contracts with payments are received.

Mail check and contract to Mercyhurst Institute for Arts & Culture, 501 E. 38th St., Erie, PA 16546. Or email contract to: [bjohnson@mercyhurst.edu](mailto:bjohnson@mercyhurst.edu).

Full Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_