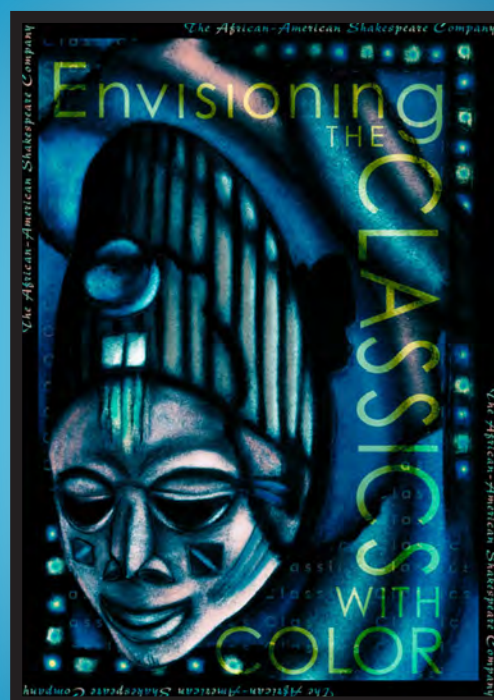




AFRICAN-AMERICAN SHAKESPEARE COMPANY

Put Your Company in the Spotlight

Your advertisement in the Official African-American Shakespeare Company 2015–2016 Season Program Book will reach more than 6,000 San Francisco Bay Area residents and attendees.





Advertise in our 2015–16 Season Program Book

Dear Supporter of the Arts,

A leading force in the African-American arts community, the African-American Shakespeare Company (AASC) showcases a diverse community of talented and disciplined artists and artisans as they practice their craft on the highest level.

This past season, AASC performed to sold-out houses and over 6,000 patrons. And as part of its free matinee performances for public schools, performed to more than 2,300 students. This upcoming season is our 21st season in which we will be pulling out all the stops in celebrating this momentous milestone. The 2015–16 season will be one of the premier culturally specific activities in the Bay Area's African-American community, offering attendees a top-notch performance and theatre experience, plus providing businesses an opportunity to reach this lucrative but often overlooked market.

Introducing our 2015–16 Season:

- Romeo & Juliet
- Cinderella
- The Colored Museum
- Antony and Cleopatra

The official AASC program provides attendees with valuable information regarding the shows, a thank you to our corporate sponsors and more. Please consider reserving advertising space for the season by September 7, 2015.

If you have any questions or would like to secure an ad position, please contact Sherri Young at 415-762-2071 ext. 8 or syoung@african-americanshakes.org.

Sincerely,

Sherri Young, *Executive Director*

L. Peter Callender, *Artistic Director*



The award-winning African-American Shakespeare's mission is to open the realm of classic theatre to a diverse audience; and provide an opportunity and place for actors of color to hone their skills and talent in mastering some of the world's greatest classical roles.

We carry out our mission by producing work from the cannon of classical theatre including Shakespeare and great American and world playwrights that is lively, entertaining, and relevant; re-interpreting time-favored classics in a style that speaks to and embraces an African-American cultural aesthetic and identity; and offering training to developing actors to help them in their mastery of the language and style of the classics.

Vision: Our community gains strength and cultural understanding from the melding of timeless dramatic works and the richness of the African-American experience. Perceptions change as together we gain a deeper appreciation for the common threads of the human spirit that bind us together.



Performance Schedule

Romeo & Juliet
Cinderella
The Colored Museum
Antony and Cleopatra

Audience & Distribution

Programs will be distributed to patrons prior to each show.

Content

The official program provides attendees with cast and crew biographies, performance photos, valuable show information, sponsor/supporter listings, and acknowledgments.

Stand Out With Premium Placement

Cover positions: Back Cover, Inside Front Cover, Inside Back Cover

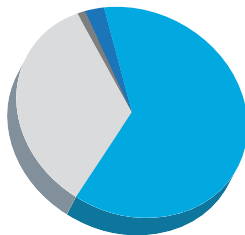
Deadlines

Space reservation/payment due:

September 7, 2015

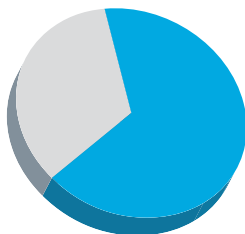
Materials due: September 18, 2015

Demographics



Ethnicity & Race

African-American	62.1%
Caucasian	34.2%
Asian/Pacific Islander	1.0%
Latino/Hispanic	2.7%



Gender

Female	65.9%
Male	34.1%



Income

\$100,000+	16.2%
\$75,000–99,999	26.4%
\$50,000–74,999	23.5%
Less than \$50,000	33.9%

Age

Age 5–17	18.0%
Age 18–34	26.3%
Age 35–54	32.0%
Age 55+	23.7%

Education

College Graduate+	63.5%
Some College	24.8%
High School Graduate or less	11.7%





AFRICAN-AMERICAN
SHAKESPEARE COMPANY

Advertising Agreement

Subject to acceptance by African-American Shakespeare Company.

Please complete the following information:

Deadlines

Space reservation/payment due:

September 7, 2015

Materials due: September 18, 2015

Sales Contact

Sherri Young

415-762-2071 ext. 8

Fax: 415-762-2071

syoung@african-americanshakes.org

Payments

We accept credit card, check, and money orders.

Please remit payments to:

African-American
Shakespeare Company
Attn: Sherri Young
762 Fulton Street, Suite 306
San Francisco, CA 94102

Need More Information?

Contact Sherri Young today at 415-762-2071 ext. 8 or syoung@african-americanshakes.org to reserve your preferred ad placement.

www.African-AmericanShakes.org

BILLING INFORMATION

Contact Name _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

AASC 2015-16 PROGRAM BOOK - ADVERTISING

Please write your initials next to the selected ad size. All ads will be in full color at no additional cost. A full page size is 5.75 x 8.75 with bleed.

PREMIUM PLACEMENT (ONLY 1 AVBL FOR EACH) STANDARD PLACEMENT

Back Cover _____ \$800 Full Page _____ \$500

Inside Front Cover _____ \$700 1/2 Page _____ \$350

Inside Back Cover _____ \$675 1/4 Page _____ \$200

Total Amount: \$ _____

PAY BY CREDIT CARD

VISA ☐ MasterCard ☐ American Express ☐ Discover ☐

Card Number _____

Expiration Date _____ CCV# _____

Authorized Signature _____

► I have read and agree to the terms as set forth on this document.

TERMS

Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding. Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable. All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline. Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.



AFRICAN-AMERICAN
SHAKESPEARE COMPANY

Glossary

Trim: Final page dimensions,
5.5 x 8.5

Bleed: Size required for an ad to
extend off the edges of a page
(.125 inches past trim)

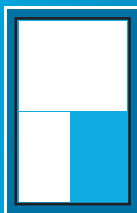
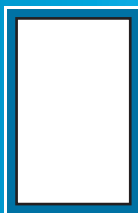
Safety/Live Area: All text and
graphics are safe inside (.25 inches
from trim)

Full Page & Covers

With Bleed: 5.75 x 8.75

Trim: 5.5 x 8.5

Safety/Live Area: 5.25 x 8.25



Ad Sizes

1/2 Page Horizontal:

5.75 x 4.5 (with bleed)

1/4 Page Vertical:

3 x 4.5 (with bleed)

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

Ad Specifications

AD FILE REQUIREMENTS

- File formats accepted: PDF/X-1a files, TIF, EPS, and JPG.
- All files must be at least 300 dpi.
- All colors should be converted to CMYK, no PMS/Pantone colors.
- Fonts must be outlined or embedded. All fonts should be Type 1 or OpenType.
- Elements must be embedded, no links.
- Crop marks and color bars should be outside printable area.
- Only one ad per PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

UNACCEPTABLE FILE TYPES

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted.

SUBMITTING FILES

Please submit your digital ad files to Sherri Young at syoung@african-americanshakes.org

IMPORTANT NOTES

- All advertising is subject to African-American Shakespeare Co. approval.
- A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Payment for ad space is due at space reservation deadline. All prices are net.
- All signed agreements are firm.
- Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.

DEADLINES

Space reservation & payment due:

September 7, 2015

Materials due: September 18, 2015

REMIT PAYMENTS TO:

We accept credit card, check, and money orders.

African-American
Shakespeare Company
762 Fulton Street, Suite 306
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Need More Information?

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