

# BERKELEY OPERA SPECS for 2010 PROGRAM ADS

**IN A NEW PERFORMANCE SPACE: Performing Arts Theater, El Cerrito High School**

Questions about your ad? Call John McMullen (510) 652-3879 / For Technical questions, contact Ann Higgins (see below)

## AD CHANGE DEADLINE

**JAN 29**

**MAR 18**

**JUL 8**

## PERFORMANCE DATES

February 20, 26 & 28

April 10, 16 & 18

July 31, August 6 & 8

**Submit ads by email to [higganzo@hotdamn.org](mailto:higganzo@hotdamn.org)**

or in person or by mail to **Ann Higgins** at *Hot Damn! Graphics*, 1118 Evelyn Ave., Albany 94706.

**If you have technical questions, call Ann Higgins (510) 529-1726.**

*Ads in the forms described must be received by DEADLINE or a \$35 fee will be incurred.*

**PREFERRED FORMATS: Electronically by email, or on CD (Mac formatted or compatible)**

NO HARD COPY / ALL ADS B&W, in the following applications:

- Illustrator (up to version CS3)
- InDesign (up to version CS3)
- Pagemaker (version 6.5 or later)
- QuarkXpress (version 3.3 or later)
- “Press quality” PDF (all photos must also be hi-res: 350 dpi at output size)

REMEMBER:

- Be sure fonts are outlined, or embedded (if pdf)
- Any linked files must be included.
- Scanned images must be GREYSCALE and at least 350 pixels per inch at output size.
- LASER PROOF OR PDF MUST BE INCLUDED.
- Line Screen 133/lines/inch, but WE NEED A DIGITAL FILE
- All ads black & white, except covers, which are full-color inside & out.

<u>SIZES:</u>	<u>hz x vt</u>	<u>SIZES:</u>	<u>hz x vt</u>
Full Page	4-3/4 x 7-1/2	1/3 Pg Hz	4-3/4 x 2-1/4
2/3 Pg	4-3/4 x 4-3/4	1/3 Pg Vt	2-1/4 x 4-3/4
1/2 Pg Vt	2-1/4 x 7-1/4	1/3 Pg Dining Guide	2 x 4-3/4
1/2 Pg Hz	4-3/4 x 3-1/2	1/6 Pg	2-1/4 x 2-1/4

FULL PAGE: 4-3/4 x 7-1/4; TRIM: 5-1/2 x 8-1/2; BLEED: ADD 1/4” ALL AROUND

NOTE: ADDITIONAL \$400.00 FOR BLEED (\$100 per printing x 4 programs)

**If you want us to design and produce your ad, contact Ann Higgins, 510-529-1726.**