Thank you so much for your interest in placing an ad in the PCA Playbill. Our Fall and Spring Playbill advertising options are listed below. There are details about the artwork submissions on the back of this page.

If you’d like more information on advertising opportunities at PCA including our Corporate Partners Program, contact Terry Rodgers at trodgers@prestonwoodchristian.org or 972.820.5061. Thank you again for your consideration. – PCA Fine Arts Team

**ADVERTISING OPTIONS**

**Full Page – Fall Play AND Spring Musical - $600 (*$100 discount*)**

Full Page (4.75” x 7.75”)

**Half Page – Fall Play AND Spring Musical - $450 (*$50 discount*)**

Half Page (4.75” x 3.75”)

**Full Page – $350**

**Half Page – $250**

**Quarter Page / Business Card - $150**

Quarter Page (3 3/4” x 2 5/16”)

**Page Sponsorship - $250**

**Inside covers (full color) –** Contact Lisa Gervig (lgervig@prestonwoodchristian.org) for more information.

**PAYMENT**

All payments should be made online.Visit www.prestonwoodchristian.org/pcabillFor questions about payments, please contact Lisa Gervig at lgervig@prestonwoodchristian.org

**SHOW DATES** FALL PLAY (Nov. 2-3, 2018) SPRING MUSICAL (April 24-27, 2019)  
 **DEADLINES** Friday, October 5, 2018 Friday, March 29, 2019 ***Artwork and payment due on day of deadline. No exceptions. If artwork or ad content is not due by the deadline, your payment will be considered a donation to the PCA Fine Arts department.***

**Thank you for supporting PCA Fine Arts!**

Prestonwood Christian Academy   
Fine Arts PCABill Ad Guidelines and Specs

Option 1 – Camera Ready Art

**Mac**   
Photoshop version CC or lower. Build the ad to the size listed below, save at 300 dpi at 100%.   
Illustrator version CC or lower. Build the ad to the size listed below, save at 300 dpi at 100%. (Convert type to outlines) InDesign version CC or lower. Build the ad to the size listed below, save at 300 dpi at 100%.   
Package the file and include fonts and linked images.   
High-resolution PDF at 100% of the size.

**PC**   
Photoshop version CC or lower. Build the ad to the size listed below, save at 300 dpi at 100%.   
Illustrator version CC or lower. Build the ad to the size listed below, save at 300 dpi at 100%. (Convert type to outlines)   
InDesign version CC or lower. Build the ad to the size listed below, save at 300 dpi at 100%.   
Package the file and include fonts and linked images.   
High-resolution PDF at 100% of the size.   
No **PowerPoint** or **Publisher** files can be accepted as original files.  
**Please build the ad at correct size listed below and save as high-resolution PDF.**

Option 2 – Choose Your Template\*Advertising fee includes initial design plus **one edit**. Additional edits will be subject to additional fees.**WORD** Microsoft Word files will be accepted for template ads only.   
Ad templates can be viewed in the Ad Templates document online.   
Select your template by the letter & number (H1, H2, etc) in the top left-hand corner.   
Provide the text you want to include and email any pictures. Be specific in your placement if required.

**Handwritten**Please do not use cursive style when sending handwritten information. Use block print for readability. See contact information below Alphagraphics if you have any questions.

**Email**If you would like, send your text (wording) in the body of an email and specify which template you want and attach pictures (email address listed below).

Black & White Ad sizes (only 1 Full Page, color ad on back of Play Bill)   
Full page: 4.75 x 7.75”   
Half Page: 4.75 x 3.75”   
Quarter page / Vertical business card: 2.3125 x 3.75”

**Please email electronic files and/or ad questions to Sara at srosenberg@alphagraphics.com   
Regardless of method (camera ready or template), a proof will be sent for final approval.**

**\*Special Note:** When scanning photos and artwork, resolution needs to be no less than 300 dpi at 100% of the size to be placed.

**Deadlines**

**SHOW DATES** FALL PLAY (Nov. 2-3, 2018) SPRING MUSICAL (April 24-27, 2019)  
 **DEADLINES** Friday, October 5, 2018 Friday, March 29, 2019