



June 2, 2009

Dear Playbill Advertiser,

The Sangre de Cristo Arts Center is excited to begin a new season of the Center Stage Performing Arts Series and performances from the Sangre de Cristo Ballet Theatre, and we hope you will continue to be a part of it all. We would like to extend to you this great opportunity to advertise in the 2009-2010 Performing Arts Playbill. Space is limited, so now is the best time to make your reservations!

For a very reasonable price, your reservation will include one ad in all ten Arts Center programs throughout the year to include five performances of the Nutcracker, the Ballet. For this year's exciting season, we are bringing you:

To Kill a Mockingbird

October 4, 2009 at 5 p.m.

Colorado Ballet

November 6, 2009 at 7:30 p.m.

MOMIX

February 1, 2010 at 7:30 p.m.

The 5 Browns

February 27, 2010 at 5:00 p.m.

The Jimmy Dorsey Orchestra

April 23, 2010 at 7:30 p.m.

Once again for your convenience, we are combining the programs for the above performances into one. That means you will have the opportunity to reach all of this year's audiences for these spectacular shows — over 5,000 people! I have enclosed an advertising contract with available rates for your review. Please fill out with your rate choice and return with payment to the Sangre de Cristo Arts Center: 210 N Santa Fe Avenue, Pueblo, CO 81003. **Be sure to sign up before July 31 to take advantage of a \$25 savings!**

Sincerely,

A handwritten signature in black ink that reads 'Nicki Hart'.

Nicki Hart
Marketing Specialist

2009-2010 PLAYBILL ADVERTISING CONTRACT

Space Reservation.....August 24, 2009

Advertising Materials (ad copy, logos, photos, camera-ready art).....August 31, 2009

BUSINESS NAME: _____

CONTACT: _____

ADDRESS: _____

CITY: _____ STATE _____ ZIP _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

CREDIT CARD PAYMENT: (Call 719-295-7200 to process payment)

**Your ad will appear in at least 10 different programs
(5,000 copies!) from October, 2009 through April, 2010!**

PLEASE CIRCLE THE AD SIZE YOU WISH TO RUN BELOW

Ad Size	Price	Price
	(Prior to July 31)	(Starting August 1)
Quarter Page (horizontal) 4 1/2" x 1 3/4"	\$200	\$225
Quarter Page (vertical) 2 1/8" x 3 5/8"	\$200	\$225
Half Page 4 1/2" x 3 5/8"	\$300	\$325
Full Page 4 1/2" x 7 1/2"	\$425	\$450

RESERVE YOUR SPACE BEFORE JULY 31, 2009 AND SAVE!

All ads will be printed on white coated stock with black ink. Sorry, we are unable to revise or change ads during the course of the season. Camera-ready ads are welcome, however, the Arts Center will provide graphic design services at no extra charge. Please call 719-295-7211 with any questions or to reserve your space.

Advertiser's Signature: _____ Date _____

ALL PROCEEDS BENEFIT ARTS EDUCATION PROGRAMS

Please return contract with check made payable to:

Sangre de Cristo Arts Center

attn: Marketing Specialist • 210 N. Santa Fe Avenue • Pueblo, CO 81003