



MISSION STATEMENT

To enrich lives through the magic of live theatre, to provide educational opportunities for children and adults, and to create experiences that stimulate cultural and social interaction and inspire our community.

This year, we are thrilled to be entering our **96th Season** with an offering of more than 300 exciting performances on our stage.

SUBSCRIPTION SEASON

- Performances include classics, comedies, musicals or the current off-Broadway hit.
- Customizable subscription season designed to meet your needs and schedule.

SPECIAL PERFORMANCES

- Musical revues, celebrity performances, stand-up comedy, or family-friendly holiday entertainment options available.
- Recent performers include Ed Asner, Leslie Caron, Gretchen Cryer, Julia Duffy, Val Kilmer, Rita Rudner, Loretta Swit, and more.

YOUTH THEATRE

- Youth Theatre Season presenting fully-produced plays for young audiences incorporating multi-generational casting, and offering pre-professional performers the opportunity to develop their creative and technical skills both onstage and backstage.
- Year-round acting conservatory and variety of acting and musical theatre classes for ages 4 and up.
- Theatre for a New Generation uses contemporary and historical literature as a catalyst to spark dialogue about challenging topics facing teens.
- TheatreReach - an award-winning curriculum-based professional theatre touring program serving Orange County.

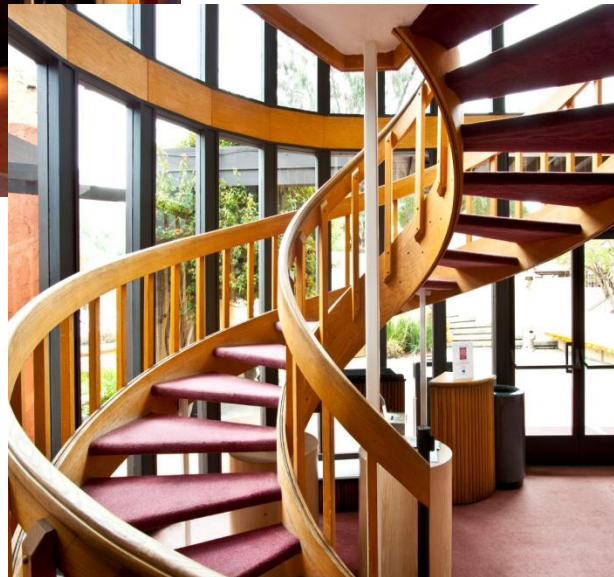
PLAYHOUSE WOMEN

Networking group designed to develop awareness and support for Laguna Playhouse through a variety of fundraising activities in the community.

(Top | to r): Laguna Playhouse; *Louis & Keely* (Photo courtesy of Hershey Felder Presents); *Act 3**; *Zombie in Love*, *Romeo & Juliet* (Photo courtesy of Laguna Playhouse Youth Theatre); *Billy & Ray* rehearsal (Photo courtesy of Mike Bencivenga); *Sex & Education**; *A Christmas Memory**; *All Shook Up**; *Buyer & Cellar* (Photo courtesy of Coyote Stageworks); *Still Getting My Act Together** (* Photos, courtesy of Ed Krieger)

Advertising Benefits

As one of Orange County's cultural treasures, Laguna Playhouse has been producing world-class theater for over 96 years featuring talent from both the stage and screen. We offer a wide range of comprehensive advertising mediums that are custom designed to maximize your organizations exposure to our captive customer base of well qualified attendees.



Your advertisement will be seen by
over 80,000 well qualified patrons

Life
will be
different
here.

New homes in Irvine.
GreatParkNeighborhoods.com

Great Park **PIEPOINT**



ICONIC STYLE

Anne Fontaine • Balenciaga • Berluti • Bottega Veneta • Charlotte Olympia
Chloé • Celine • Dior • Dolce & Gabbana • Eileen Fisher • Ermengildo Zegna
Fendi • Jimmy Choo • John Varvatos • Kate Spade New York • Longchamp
Louis Vuitton • Marni • Massimo Dutti • Roger Vivier • Sam Edelman
Saks Fifth Avenue • Bloomingdale's • Nordstrom • Macy's

partial listing



International Distribution

San Diego FWY 1605 at Bristol St., Costa Mesa, CA
SOUTHCOSTPLAZA.COM 800.782.8888

THE ART HOTEL
Laguna Beach
A PLACE TO STAY, A HOME TO TRUST
**Permanent Home of
the Randy Morgan
Collection**
Artists Events at Art Hotel
Every 1st Thursday
Enjoy Free Trolley Rides Every 20
Minutes from 6 - 9 pm.
Art Hotel is the most northern stop.



1404 N. Coast Hwy
Laguna Beach, CA 92651
(949) 494-6464
peace@arthotelagunabeach.com
www.arthotelagunabeach.com

Rates

All program ad pricing below is in **color**
and based per insertion and/or issue and subject to availability.

	1 x Insertion	3x Insertion	6 x Insertion
Back Cover	\$2,200	\$2,000	\$1,800
Premium Positions: Inside Front Cover, Inside Back Cover, First Right Page	\$2,000	\$1,600	\$1,400
Full Page	\$1,800	\$1,500	\$1,200
½ Page	\$1,600	\$1,200	\$ 800
¼ Page	\$600	\$ 500	\$ 400

3x Frequency Value - All 3x insertions of full color ½ page or larger include 2 complimentary pair of tickets to any regular season production (best seating available, excluding opening nights & special events – value \$125).

6x Frequency Value - All 6x insertions of full color ½ page or larger include 2 complimentary season subscriptions (best seating available, excluding opening nights & special events – value \$700).

Program/ Media Advertising Agreement

Company Name: _____ Contact: _____

Address: _____ Suite/Unit: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____ Ad Rep: _____

All program ad pricing below is in color and based per insertion and/or issue and subject to availability.

	1x Insertion		3x Insertion		6x Insertion	
Back Cover	<input type="checkbox"/>	\$2,200	<input type="checkbox"/>	\$2,000	<input type="checkbox"/>	\$1,800
Premium*	<input type="checkbox"/>	\$2,000	<input type="checkbox"/>	\$1,600	<input type="checkbox"/>	\$1,400
Full Page	<input type="checkbox"/>	\$1,800	<input type="checkbox"/>	\$1,500	<input type="checkbox"/>	\$1,200
½ Page	<input type="checkbox"/>	\$1,600	<input type="checkbox"/>	\$1,200	<input type="checkbox"/>	\$ 800
¼ Page	<input type="checkbox"/>	\$ 600	<input type="checkbox"/>	\$ 500	<input type="checkbox"/>	\$ 400

*Premium Placement includes Inside Front Cover, Inside Back Cover and First Right Page.

3x Frequency Value - All 3x insertions of full color ½ page or larger include 2 complimentary pair of tickets to any regular season production (best seating available, excluding opening nights & special events – value \$125)

6x Frequency Value - All 6x insertions of full color ½ page or larger include 2 complimentary season subscriptions (best seating available, excluding opening nights & special events – value \$700)

Payment Options

TERMS: Full payment is due with the Advertising Agreement Form for the first ad. Please make checks payable to: The Laguna Playhouse, c/o Program Advertising, 606 Laguna Canyon Road, Laguna Beach, CA 92651

Payment in Full: Check/Credit Card # Enc. ☐ \$ _____ Total

Upon Approval, please invoice per issue ☐ \$ _____ Total

Please bill credit card below per issue ☐ \$ _____ Total

2016/2017

Play Selection(s):

- | | |
|---------------------------------|---------------------------------|
| <input type="checkbox"/> Play 1 | <input type="checkbox"/> Play 4 |
| <input type="checkbox"/> Play 2 | <input type="checkbox"/> Play 5 |
| <input type="checkbox"/> Play 3 | <input type="checkbox"/> Play 6 |

Credit Card: _____ Expires: _____

Billing Address & Zip: _____

Client Signature: _____ Date: _____

Print Name: _____ Title _____

☐ I hereby certify that I am dully authorized and acting agent of the firm named above and that I am authorized to make and execute a contract for advertising on its behalf. The advertiser and its agency (if any) hereby acknowledge that all terms and conditions attached were read prior to execution of this contract.

Specifications and Deadlines

Ad Sizes

Full Page 5.5" w x 8.5" h add bleed .125

½ Page 5.25" w x 4" h

¼ Page 2.5" w x 4" h

Specifications

File Formats: Digital Files Only. Hi-Res pdfs must be created with press "optimized option". Full page bleed ads in pdf must include crop marks and bleed allowance. Quark files will not be accepted. In-Design file, packaged for output, fonts included, TIFF and/or EPS on CD. Please include supporting files and fonts (screen and printer fonts). TrueType fonts not acceptable. Supporting image files must be .tif or .eps.

Color Format: 4-Color ads must be CMYK. Files created with Pantone or RGB are not accepted.

Resolution: All images must be 300 dpi at 100% print size.

Total Ink Density: Should not exceed 280%

File Submission: Please email artwork to Julian Leal at jleal@lagunaplayhouse.com.

Deadlines

Play 1

All Shook Up

July 6 – August 7, 2016

Space Reservation: June 6, 2016

Artwork Due: June 13, 2016

Play 2

Billy & Ray

October 5 – October 30, 2016

Space Reservation: September 5, 2016

Artwork Due: September 12, 2016

Play 3

Chapatti

January 11 – February 5, 2017

Space Reservation: December 5, 2016

Artwork Due: December 12, 2016

Play 4

Hershey Felder Tchaikovsky

March 1 – March 26, 2017

Space Reservation: January 23, 2017

Artwork Due: January 30, 2017

Play 5

King of the Road: The Roger Miller Story

April 19 – May 14, 2017

Space Reservation: March 13, 2017

Artwork Due: March 20, 2017

Play 6

Absolute Brightness

May 31 – June 25, 2017

Space Reservation: April 17, 2017

Artwork Due: April 24, 2017

Terms & Conditions

1. This agreement is between Laguna Playhouse and the advertiser appearing on the main page of the signed contract, either directly or its agency herein referred to as the “Advertiser”. The advertiser and its advertising agency jointly and severally agree to be responsible for payment to The Laguna Playhouse for all space purchased under the agreement, notwithstanding to whom the bills are rendered.
2. Acceptance of this order and/or that of the authorized agency and/or advertiser’s signature(s) constitutes a binding agreement between all parties and Laguna Playhouse. This agreement may not be superseded by any contract, order, notice or notification initiated other than by the Director of Marketing or General Manager of Laguna Playhouse unless evidenced by a written document executed by, and agreed to, by all parties and Laguna Playhouse.
3. Laguna Playhouse reserves the right to cancel future advertisements for non-payment in which case the advertiser will be required to pay the adjusted rate earned on previous advertisements.
4. Laguna Playhouse sales representatives have no authority to make any representation regarding editorial content or context of representation as it relates to our theatrical productions and presentations.
5. In the event the advertiser and/or agency fail to make payment on the due dates and it becomes necessary to place the account for collections or suit with an attorney, the advertiser and/or agency shall be responsible for the payment of reasonable attorney’s fees fixed at 25% of the unpaid balance, plus costs and necessary disbursements.
6. All advertising copy is subject to approval by the Director of Marketing or General Manager of Laguna Playhouse.
7. Advertisers and agencies agree that Laguna Playhouse will be under no liability for its failure to insert the advertisement.
8. Cancellation must be received in writing by certified mail, return receipt requested 60 days prior to next scheduled insertion.
9. Advertiser shall supply advertising content and material to Laguna Playhouse and or their representative as directed, according to Laguna Playhouse’s current and prevailing mechanical specification requirements.
10. Unless otherwise ordered or requested, all advertisements will be published in consecutive issue for the term ordered.
11. Advertiser agrees that unless it makes written objections by certified mail, return receipt requested to the billing set forth in Laguna Playhouses invoices within 60 days of invoice, the amount shall be deemed correct in all respects.

12. All orders submitted to Laguna Playhouse are accepted only upon the express condition that the advertiser agrees to hold Laguna Playhouse harmless from any and all claims arising out of or relating to copy, copyrights, trademarks, or that the use of any name, image, or other material and any advertisement order for publication is not illegal, unauthorized, or damaging in any way to any person or other legal entity.
13. Advertiser agrees that Laguna Playhouse will not be liable for any error in any advertisement published.
14. Laguna Playhouse reserves the right to not accept any advertisement for any reason whether or not such material has previously been accepted or published.
15. Laguna Playhouse reserves the right to make such revisions in rates on this contract as may be necessitated by economic conditions upon ninety (90) days notice.
16. If advertiser defaults in the payment of Laguna Playhouse invoice(s) or if in the judgment of the Director of Marketing or General Manager, its credit becomes impaired, Laguna Playhouse reserves the right to require payment for any future advertising as deemed appropriate by Laguna Playhouse.
17. Laguna Playhouse reserves the right to cancel this agreement at any time upon advertisers default in the payment of invoices, or in the event of any other breach of this agreement. Upon such cancellation, all charges incurred by Laguna Playhouse for advertiser shall become immediately due and payable.
18. Overdue accounts are subject to a 25% surcharge on the net receivable to cover legal, administrative and collection costs.
19. Advertiser agrees to submit camera ready artwork according to required mechanics unless they request Laguna Playhouse to support the design of their ad at the following rates:

Production Charges:

Full Page = \$350 (\$50 for each additional proof)

½ Page = \$250 (\$50 for each additional proof)

¼ Page = \$150 (\$50 for each additional proof)