

# the Pittsburgh Savoyards

Advertising Rate Card for H.M.S. Pinafore, March 14-23, 2025

Ads will be published in the Program distributed at all Performances

Ad Type	Dimensions	Price
Back Cover	4 ½" w x 7 ¼" h	\$200
Full Page - Inside front cover	4 ½" w x 7 ¼" h	\$185
Full Page - Inside back cover	4 ½" w x 7 ¼" h	\$185
Full Page	4 ½" w x 7 ¼" h	\$165
Half Page	4 ½" w x 3 ½" h	\$ 85
Quarter Page	2 ¼" w x 3 ½" h <i>OR</i> 1.75" h x 4 ½"w	\$ 45
Business Card	3 ½ w x 2"h	\$ 35
<i>Special</i> One-Line "Congratulations to "	One Line in Credits section "Congratulations to XXXX "	\$ 10

**Advertising to run in the Program for H.M.S. Pinafore should meet the following standards:**

- < Ad Copy should be 300 dpi Black/White; Gray Scale; or Line art, **Electronic Submission Is Preferred.** Avoid Photographs or Color ads, they don't reproduce well in Black ink in the Program. Supply camera ready copy, or we will do the layout according to your basic markup.
- < Electronic Formats accepted are: **Adobe Acrobat (pdf) , JPG, TIFF, Photoshop, MS Word, Word Perfect.** If we do the layout, the Final In-Program Design will be determined by PS to best accommodate the Program. Note: **For best appearance, Graphics embedded inside MS Word or WordPerfect Documents must ALSO be included as a separate graphics file.**
- < Replacement Fonts will be used when necessary for Acrobat; Word; or Word Perfect ads.
- < Submitted Copy/Ads will not be returned.
- < Advertising placement for "Cover" ads is on a "first request" basis, other ad placement will be determined as needed by PS. All ads are Final.
- < Cover Placement is as available, determined by PS.
- < We reserve the right to refuse to accept any advertisement at our discretion.
- < Advertising will appear in the Program for "H.M.S. Pinafore" March 14, 15, 16, 21, 22, 23, 2025.

***Ad requests must be returned with all materials by Saturday February 22, 2025***

Payment is required with advertising request, make checks payable to: *The Pittsburgh Savoyards, Inc.*

**Email Electronic ads to: [advertise@pittsburghsavoyards.org](mailto:advertise@pittsburghsavoyards.org)**

***Order Form information***

Business name and Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Ad Type: (*Back cover, Full Page, Business card, etc*) \_\_\_\_\_

Pittsburgh Savoyards Representative \_\_\_\_\_

AD Description (*Please Place Copy on back of sheet, or Attach, or do a basic markup*)



**Undercroft Opera**  
announces our fully staged production  
of Puccini's most loved opera  
**La Bohème**, presented in English.  
Performances in Bethel Park and Oakland

**Bethel Park High School**

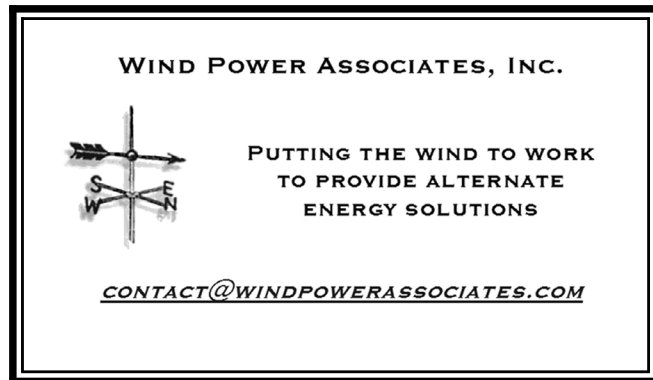
Fri Aug 1<sup>st</sup> 8 pm  
Sat Aug 2<sup>nd</sup> 8 pm  
Sun Aug 3<sup>rd</sup> 2 pm

**St Paul Cathedral Center  
"Synod Hall"**

Fri Aug 8<sup>th</sup> 8 pm  
Sat Aug 9<sup>th</sup> 8 pm  
Sun Aug 10<sup>th</sup> 2 pm

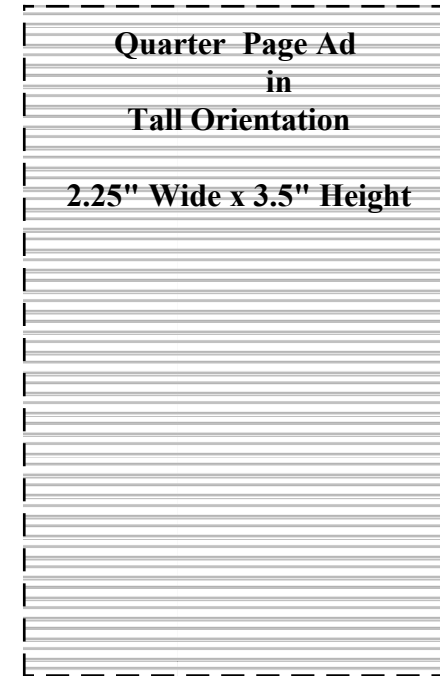
Tickets \$12 to \$27, Advance Purchase Discounts available  
for more information visit [www.undercroftopera.com](http://www.undercroftopera.com)

½ pg ad... 4 ½" X 3 ½"



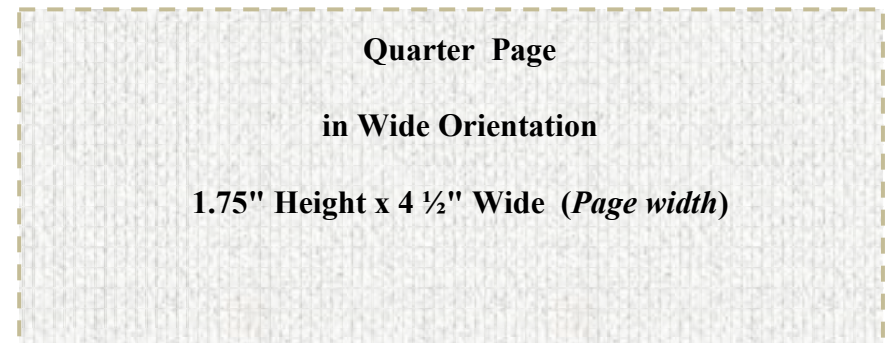
Business Card 3 ½" x 2"

**Examples of finished Ad sizes in Program**



**Quarter Page Ad  
in  
Tall Orientation**

**2.25" Wide x 3.5" Height**



**Quarter Page**

**in Wide Orientation**

**1.75" Height x 4 ½" Wide (Page width)**

**Examples of "Congratulations to .w.x.y.z "**

*Ralph, Congratulations on your Promotion! ..... your*

*To the Cast of Pinafore - A most excellent crew... Officially !!*