



July 2010

Dear Friend,

Wheaton Drama has just completed its 2009-2010 season, playing to over 13,000 area theatergoers who are also patrons of your business or users of your services. We are now in the process of preparing for our 2010-11 season and are contacting you to ask for your support by advertising in our Wheaton Drama season playbill.

As you know, the people who live in our communities are loyal to the businesses which support those things that make our towns a pleasant, enjoyable place to live. Wheaton Drama has added to that enjoyment for more than seventy-five years and is more vital than ever.

In our season ahead we plan to fill the house with your customers to see five exciting shows:

The Drowsy Chaperone
Little Women
20th Century
All My Sons
1776

We hope that you will allow us to showcase your business in our program at each of these productions. It's a great opportunity to let people in town know that you're the kind of business that shares their interests.

This year, as a bonus for our playbill advertisers we will be adding an advertiser recognition page to our Wheaton Drama web site. This will give you even more exposure to the potential patrons who check us out on the web over 7,000 times each month.

We've enclosed an advertisement reservation sheet for more information on how to be a part of this pipeline to your clients. Please submit your reservation as soon as possible but no later than August 15th. Please include your reservation form, electronic file or camera-ready ad copy, and check made payable to Wheaton Drama Inc.

If you have any questions or would like further information, please call me at (630) 690-3847

Sincerely yours,

Shirley Woods
Wheaton Drama, Inc.

RETURN AD RESERVATION FORM TO:

Shirley Woods, 1526 Stonebridge Trail #2-2, Wheaton, IL 60187 Phone 630-690-3847



Advertiser: _____
 Address: _____
 Contact Person: _____ phone: _____
 Email: _____

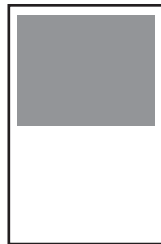
WE WOULD LIKE TO RESERVE THE FOLLOWING AD SPACE:

Outside Back Cover	\$ 440.00 _____
Inside Front Cover	\$ 275.00 _____
Inside Back Cover	\$ 275.00 _____
Full Page—7 1/2" H x 4 1/2" W	\$ 253.00 _____
Half Page—3 3/4" H x 4 1/2" W	\$ 198.00 _____
Quarter Page (horizontal)—1 7/8" H x 4 1/2" W	\$ 138.00 _____
Quarter Page (vertical)—3 3/4" H x 2 1/4" W	\$ 138.00 _____
Eighth Page 1 7/8" H x 2 1/4" W (smaller than business card)	\$ 83.00 _____

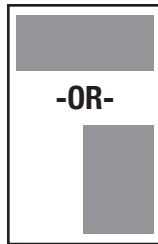
(sizes shown are MAXIMUM image area)
sample ad layouts (program is 5 1/2" x 8 1/2")



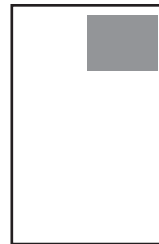
FULL PAGE



1/2 PAGE



1/4 PAGE



1/8 PAGE

TOTAL _____

PLEASE SEND
CHECK AT TIME OF
AD RESERVATION.

Your Ad

- REPEAT LAST YEAR'S AD AS IS
- REPEAT LAST YEAR'S AD WITH CHANGES (please indicate in the space below, or attach hard copy)
- CREATE NEW AD

Ad Copy: _____

**COPY AND CAMERA READY ART IS DUE BY AUGUST 15, 2010
 FOR INCLUSION IN THE FIRST PROGRAM.**

Ads must be submitted in the following electronic formats: PDF, EPS, TIFF (minimum 300dpi, please), Quark Xpress, or Adobe InDesign. Additional formats may also be acceptable. Please call Shirley Woods at 630-690-3847 to confirm. CD or floppy should be mailed with your payment, or the file can be emailed to us260@alphagraphics.com

EXCEPT FOR COVER ADS, WHEATON DRAMA, INC. RESERVES THE RIGHT TO DESIGNATE LOCATION OF ADS. WHEATON DRAMA, INC. RESERVES THE RIGHT TO REFUSE ANY AD. IN THE EVENT OF A REFUSAL, WDI IS LIABLE ONLY TO REFUND MONIES PAID. RESERVATION FEE IS FOR ONE INSERTION IN THE PROGRAM TO BE USED FOR FIVE PUBLIC PRODUCTIONS DURING THE 2010-2011 SEASON.

RETURN TO:

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