



PROGRAM INFORMATION

FRANKLIN REGIONAL HIGH SCHOOL THEATRE GUILD

To: **Cast, Crew, and Orchestra Members**
 From: Abby Narasimhan (parent volunteer)
 724-733-7936, abbyroth40@aol.com
 Date: 1/5/2012

Ads will need to be sold to fund the printing of the program for *Anything Goes*.

Each student (or their family) is required to sell or buy at least one ad (but hopefully more!).

Ideas for selling ads:

- Family members and friends.
- Hair stylist, medical professionals, and other service-providers.
- Businesses throughout the Murrysville area and web-based businesses.

A list of potential advertisers and ads that have been sold will be on the musical's website (www.FRHSmusical.com). This listing will be updated regularly in case you want to determine if a business has already purchased an advertisement.

The ad order form is attached along with a cover letter that is appropriate for businesses. Additional copies of the letter and order form can be printed from the web site or obtained from Abby Narasimhan, Kristin Brennan or Deb Scheinert. For any questions, please contact Abby Narasimhan.

INCENTIVES

1. **Two complimentary "Anything Goes" tickets for the business/individual who purchases a full-page ad.**
2. **Free tickets for selling ads as follows:**
 - \$1000 in ad sales = 8 tickets
 - \$ 750 in ad sales = 6 tickets
 - \$ 500 in ad sales = 4 tickets
 - \$ 300 in ad sales = 2 tickets

INSTRUCTIONS FOR SELLING and SUBMITTING ADS

1. Complete order form.
2. Collect payment. Checks payable to: **Franklin Regional Theatre Guild.**
3. Electronic artwork for ads is encouraged (e-mail artwork, then hand carry or use U.S. Mail for order form and payment).
4. Submit order forms, payment, and print-ready art by 1/26/2012 as follows:
 - **HAND CARRY** - give to Mrs. Scheinert or Mr. Wolfgang
 - **U. S. MAIL** - Abby Narasimhan, 312 Jefferson St, Export, PA 15632
 - **E-MAIL** - abbyroth40@aol.com

DEADLINE (order form, artwork, payment): FRIDAY, JANUARY 27

FRANKLIN REGIONAL HIGH SCHOOL THEATRE GUILD

3200 SCHOOL ROAD, MURRYSVILLE, PA 15668

WWW.FRHSMUSICAL.COM



January 5, 2012

Dear Friends,

We are excited to tell you that Franklin Regional High School will present *Anything Goes* on March 1, 2, 3, and 4, 2012. We hope that you will consider advertising in our program. *Anything Goes* is a much loved musical by Cole Porter. *Anything Goes* is an amusing story wrapped around one of Cole Porter's magical scores including *It's De-Lovely*, *Friendship*, *I Get A Kick Out Of You*, *All Through The Night*, *Anything Goes*, *You're The Top*, *Blow, Gabriel, Blow*, *Take Me Back To Manhattan* and *Let's Misbehave*. It's a wonder that all the romances are sorted out and disaster is averted aboard the magical ship where *ANYTHING GOES!* *Anything Goes* is the winner of 3 Tony Awards. Since its 1934 debut at the Neil Simon Theatre (at the time known as the Alvin) on Broadway, the musical has been revived several times in the United States and Britain and has been filmed twice. Over 100 students at Franklin Regional are already hard at work putting together a fabulous performance of *Anything Goes*.

We invite you to join the Murrysville business community in support of the performing arts at Franklin Regional. Attached is an order form and details on how to submit an ad for the program. Please note that **full-page advertisements include complimentary tickets!** Ads are due by **Friday, January 27, 2012**. If you have any questions, please contact me!

Thank you for your consideration and we hope you can make it to the show!

Sincerely,

Abby Narasimhan

Abby Narasimhan, Parent Volunteer

724-733-7936, abbyroth40@aol.com

Attachment: Advertisement Order Form and Specifications

PROGRAM ORDER FORM

Franklin Regional High School Theatre Guild

ANYTHING GOES! March 1, 2, 3 and 4

Name			
Company (if applicable)			
Address			
City			
Phone		Email	
Advertiser's Signature			
Business Owners	May we display a <i>ANYTHING GOES</i> poster at your business location? <input type="checkbox"/> YES <input type="checkbox"/> No		
Student Name			

AD SIZE (check box below and circle price)—Please use separate form for each ad submitted:

	SIZE/LOCATION	DIMENSIONS	PRICE	INCLUDES
<input type="checkbox"/>	Outside Back Cover (color)*	4.5 x 7.5 vertical	\$300	6 complimentary tickets**
<input type="checkbox"/>	Inside Front Cover (black & white)*	4.5 x 7.5 vertical	\$200	4 complimentary tickets**
<input type="checkbox"/>	Inside Back Cover (black & white)*	4.5 x 7.5 vertical	\$200	4 complimentary tickets**
<input type="checkbox"/>	Full Page (black & white)	4.5 x 7.5 vertical	\$100	2 complimentary tickets**
<input type="checkbox"/>	Half Page (black & white)	4.5 x 3.75 horizontal	\$60	
<input type="checkbox"/>	Quarter Page (black & white)	4.5 x 1.875 horizontal	\$40	
<input type="checkbox"/>	Eighth Page (black & white)	2.25 x 1.875 horizontal	\$25	
<p>* Before purchasing outside and inside covers, check with Abby Narasimhan (724-733-7936, or abbyroth40@aol.com) to determine if they are available.</p> <p>** If ad purchase includes complimentary tickets, please indicate your performance choice. You will be contacted by a member of the FRHS Theatre Guild regarding the details of your complimentary tickets.</p> <p style="text-align: center;"> <input type="checkbox"/> Thursday, March 1 <input type="checkbox"/> Friday, March 2 <input type="checkbox"/> Saturday, March 3 <input type="checkbox"/> Sunday, March 4 </p>				

INSTRUCTIONS FOR SELLING and SUBMITTING ADS

1. Complete Order Form.
2. Payment: Checks payable to: Franklin Regional Theatre Guild.
3. Electronic art work for ads is encouraged (e-mail artwork then hand carry or use U.S. Mail for order form and payment).
4. **Submit order forms, payment, and print-ready art by 1/27/2012** as follows:
 - U.S. MAIL - Abby Narasimhan, 312 Jefferson St, Export, PA 15632
 - E-mail - abbyroth40@aol.com

Thank You for Your Support!

DEADLINE (order form, artwork, payment): FRIDAY, JANUARY 27

PROGRAM SPECIFICATIONS

**FRANKLIN REGIONAL
HIGH SCHOOL
THEATRE GUILD**

**FULL PAGE AD
4.5" x 7.5"
Cost: \$100.00**

PROGRAM AD SPECIFICATIONS

- The program and all ads (except back outside cover) will be printed black and white.
- Back outside cover ad will be printed in color.
- Finished, trimmed page size is 5.5" x 8.5" with one-half-inch margins around.
- All ads to be supplied in one of the following formats (no handwritten ads; please type your message):
 - Electronic-MSWord, jpg, pdf formats accepted.
 - Camera-ready artwork (typed with art or photo already in place, correctly sized and ready for printing).
- Photographs: For best quality, submit an actual photograph or a high-resolution electronic or scanned image. Photographs will be returned.
- All trademarks, logos and artwork must be furnished and suitable for reproduction.
- Please attach all advertisement information to your order form, and be specific concerning all information that should be contained in your advertisement.
- Include payment with order form.

HALF PAGE AD

4.5" x 3.75"

Cost: \$60.00

QUARTER PAGE AD

**Horizontal 4.5" x 1.875"
or Vertical 2.25" x 3.75"**

Cost: \$40.00

EIGHTH PAGE AD

2.25" x 1.875"

Cost: \$25.00

EIGHTH PAGE AD

2.25" x 1.875"

Cost: \$25.00