

FRANKLIN REGIONAL HIGH SCHOOL THEATRE GUILD

3200 SCHOOL ROAD, MURRYSVILLE, PA 15668
frtheatreguild@gmail.com

Hello Franklin Regional Musical Participants and Families:

Each student involved in the musical either as cast, crew, or orchestra (or their family) is required to sell or buy at least one ad or two "Shout-outs".

New this year: Program Ad Forms may now be completed and paid for online at

<https://www.frhsmusical.com/>

You may still do paper copies or email copies, but online is preferred.

The sale of business ads is essential to the funding of our musicals, and areas of our musical are directly impacted.

Proceeds from the ads sold fund the printing of the program and other Theatre Guild expenses such as publicity, special production expenses and a rehearsal lunch for the students. The expectation of ad sales is in lieu of dues to the Theatre Guild. Additionally, incentives are offered for ad sales as outlined below:

INCENTIVES:

- 1. Two complimentary *Joseph and the Amazing Technicolor Dreamcoat* tickets for the business/individual that 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

Attached are the 2 program ad order forms (Business and Cast/Orchestra/Crew), Ad sizes sheet, and the 2020 possible advertisers sheet.

DEADLINE (order form, ad/artwork, payment): THURSDAY, January 23, 2020

Please contact FRmusicalads@gmail.com with any questions!

Happy Selling!

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Joseph and the Amazing Technicolor Dreamcoat


February 27, 28, 29, and March 1

PROGRAM AD ORDER FORM – Cast/Crew/Pit Recognition

Person Submitting Ad	
Phone	
Email	
Student Name	
Payment Method	PayPal _____ OR Check _____ Date submitted _____ Check # _____
Filename of electronic file	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>
Ads submitted electronically must be either JPEG or pdf.	Electronic Ad/Artwork must have the student's first and last name in the file name for identification. Example file name: "JohnDoeMusicalad.jpeg"

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

Size /Location	Dimensions	Price	Includes
<input type="checkbox"/> Full Page (Black & white)	4.5 wide x 7.5 high	\$100	2 Complimentary Tickets
<input type="checkbox"/> Half Page (Black & white)	4.5 wide x 3.75 high	\$60	N/A
<input type="checkbox"/> Quarter Page (Black & white)	4.5 wide x 1.875 high	\$40	N/A
<input type="checkbox"/> Shout Out (Black & white)	Single line of text only 50 characters max	\$15	N/A
Shout Out Text:	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>		

 For full page ads, a code will be sent to redeem the 2 complimentary tickets. Below, please provide the email address to which the code should be sent:

Email: _____

Joseph and the Amazing Technicolor Dreamcoat

February 27, 28, 29, and March 1

Instructions for Cast/Crew/Pit Recognition Program Ads

Program Ad forms may now be completed and paid for via PayPal *online*

Creating

- ❖ Complete a separate order form for each ad.
- ❖ Please keep in mind:
 - All ads will print in black & white
 - Pictures should be clear (not blurry or pixelized)
 - Pictures are not too light or too dark
 - 3 picture maximum per ad
 - Don't forget to include the student's name in the ad
 - Borders will be used whenever possible
 - Emojis cannot be used in "Shout Outs"
- ❖ Electronic ads should be sized to the spec dimensions for the size ad purchased. A sample for each ad size is attached.
- ❖ Electronic ads must either be formatted as jpeg or pdf.
- ❖ Electronic ads file name should include the student's first and last name.

Submitting

Choose one of the three methods for submission:

1. Submit Program ad online at <https://www.frhsmusical.com/> (Preferred Method) by **1/23/2020**
2. Submit Electronically via email to frmusicalads@gmail.com by **1/23/2020**
3. Submit Program ad form, text, and photo (if any) in the Theatre Guild drop box located on the mic table in the back of the auditorium (between the doors – behind the sound board). Must be submitted by **1/23/2020**

Payment

- ❖ If submitting payment via **PayPal**, direct payment to: frtheatreguild@gmail.com. In the notes section, the student's name and the ad size must be provided. (Example: "John Doe - half page 2019 musical ad"). If paying via PayPal, **PayPal fee of 2% applies.**
- ❖ If submitting payment via **check**, please include the student's last name on the memo line of the check and a copy of the order form. These items should be put into the Theatre Guild drop box located on the mic table in the back of the auditorium (between the doors – behind the sound board).
- ❖ ALL PAYMENTS ARE DUE **1/23/2020**

Thank you!!