



LAKEWOOD CENTER FOR THE ARTS



ADVERTISE IN THE SPOTLIGHT!

The Spotlight is a publication created by Lakewood Center for the Arts to promote our theatrical and visual arts programming.

Advertising in the Spotlight introduces your business to the best audiences in Oregon. Each issue is coordinated to release in conjunction with a mainstage theatre production. Beyond the walls of the stagehouse, an additional 16,500 issues are distributed to the homes and businesses of our loyal followers. Readers include avid art enthusiasts, artists, performers and other supporters of our mission to "inspire and nurture a love of theatre and the arts." An additional 5,000 Spotlights are distributed to 60+ public spaces in the Portland Metro Area and throughout Oregon and Washington. Now is the time to become a part of the action and advertise in the Spotlight!

ADVERTISING RATES

| SIZE | DIMENSIONS (HEIGHT X WIDTH) | RATES |
|-----------------|---------------------------------------|-------|
| 1/8 page | 2.5" x 3.75" | \$175 |
| 1/4 page | 5" x 3.75" | \$350 |
| 1/2 page | vert: 10" x 3.75", horiz: 5" x 7.625" | \$500 |
| Full page | 10" x 7.625" | \$700 |
| Full with Bleed | 10.75" x 8.375" | \$725 |

Rates include free full color. First time advertisers pay at time of reservation. Discounts apply to ads run in succession and will be reflected in billing. Lakewood Theatre Company determines ad placement but will consider requests. Artwork is due by Material Deadline in a PDF per file specifications listed on this page.

PUBLISHING DEADLINES

| VOLUME 67: FEATURED CONTENT INCLUDES... | MATERIALS DEADLINE | RELEASE DATE |
|---|--------------------|--------------|
| <i>Issue 1: Matilda</i> | June 7, 2019 | July 2019 |
| <i>Issue 2: The Rocky Horror Show</i> | Aug. 9, 2019 | Sept. 2019 |
| <i>Issue 3: Shakespeare In Love</i> | Oct. 4, 2019 | Nov. 2019 |
| <i>Issue 4: Wait Until Dark</i> | Dec. 6, 2019 | Jan. 2020 |
| <i>Issue 5: The Odd Couple</i> | Feb. 7, 2020 | Mar. 2020 |
| <i>Issue 6: Funny Girl</i> | Apr. 3, 2020 | May 2020 |

DIGITAL REQUIREMENTS

FILE FORMAT PREFERRED: PDF files in CMYK format, 300 dpi and with all fonts and graphics embedded. Proofs must be provided at 100% with cropmarks. All ads should be suitable to print as is.

BLEED: Full Page Bleed has a trim dimension of 10.75" x 8.375". For safety, the "live area" is content should be .375" on all four sides to protect from trimming.

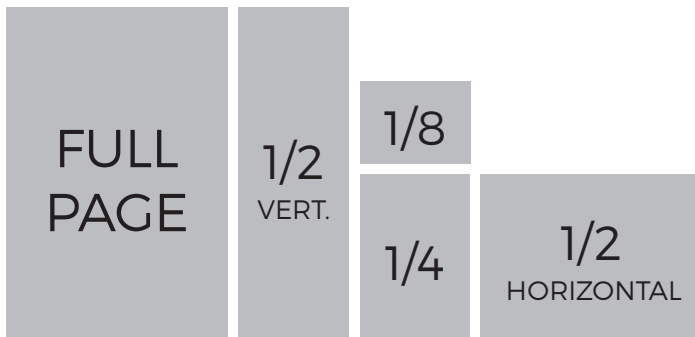
DESIGN SERVICES: Available for a fee. Rates to be determined based on scale of work required. Please call to schedule an initial consultation.

PLEASE NOTE: We are unable to use JPEG or GIF files. We cannot be responsible for PDF files prepared incorrectly.

AD SUBMISSION: Send finished ad to bio@lakewood-center.org with both your name and the phrase "Ad Submission" in the subject line.

CONTACT

SPOTLIGHT DESK OR ANDREW EDWARDS
 503-635-6338 503-635-6338
bio@lakewood-center.org aedwards@lakewood-center.org



DISCOUNT RATES FOR MULTIPLE RUNS

| SIZE | DIMENSIONS (H X W) | 3T | 6T |
|-----------------|--|-------|-------|
| 1/8 page | 2.5" x 3.75" | \$165 | \$155 |
| 1/4 page | 5" x 3.75" | \$330 | \$310 |
| 1/2 page | vertical: 10" x 3.75" horizontal: 5" x 7.625" | \$470 | \$440 |
| Full page | 10" x 7.625" | \$660 | \$620 |
| Full with Bleed | 10.75" x 8.375" | \$685 | \$645 |

CALL US MONDAY - FRIDAY, 9AM - 5PM

Read more about our 501(c)(3) Non-profit Organization at www.lakewood-center.org