



**American Southwest Theatre Company**

P.O. Box 30001; MSC 3072  
Las Cruces, NM 88003-8001

(575) 646-4517 (administrative)  
(575) 646-4515 (box office)  
www.nmsutheatre.com



**Theatre Arts**

MSC 3072  
New Mexico State University  
P. O. Box 30001  
Las Cruces, NM 88003-8001  
Phone: 575-646-4517 Fax: 575-646-5767

**VIRTUAL PLAYBILL AD AGREEMENT**

*Season ads run in our virtual playbill during productions running from September to May and patrons will be able to access our new playbills via a QR code provided to them at the performance(s). Approximately 5,000 patrons view your ad in our playbills with another 10,000 viewing your ad online. Additionally, our new programs are virtual which means patrons can view show programs all season long!*

NAME OF BUSINESS: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**AD SIZE REQUESTED:**

**Payment in full due by Mon. Sept. 20, 2021**

**NEW RATES FOR THIS SEASON ONLY!**

- ◆ Full page (5" wide X 8" tall)..... ~~\$550~~ **\$450**
- ◆ ½ page (5" wide X 3.75" tall)..... ~~\$325~~ **\$275**
- ◆ ¼ page (2.25" wide X 3.75" tall)..... ~~\$215~~ **\$190**

*Please note: we cannot accept any other placement requests*

**BONUS! AD PROMOTION:**

In addition to your virtual playbill ad, we will include a spot on our NMSU Theatre Department website showcasing your ad as it is seen in our virtual playbill, on our lobby program that is viewed by all patrons attending the shows, and for full page ads, your ad as a 10-second slide on our marquee located on the west side of the NMSU Center for the Arts, AT NO ADDITIONAL COST TO YOU.

**PAYMENT:**

Payment is due with your graphic submission. We accept checks, money orders and cash. Checks may be made payable to: American Southwest Theatre Company. If you prefer to pay by credit card, please contact Melis White at 575-646-5122.

PRO-RATING:

If you would like to place a virtual program ad but the submission deadline has passed for a full-season ad, please contact Melis White at 575-646-5122 to discuss pro-rating your ad cost (based on space availability.)

INSTRUCTIONS FOR SUBMITTING AGREEMENT

Submission date: **Mon. Sept. 20, 2021.** Please scan and email to: [melisd23@nmsu.edu](mailto:melisd23@nmsu.edu)

Your agreement should be submitted ASAP to reserve a space. Payment is due at the time of graphic submission, listed above.

INSTRUCTIONS FOR SUBMITTING GRAPHIC AND PAYMENT

DEADLINE FOR RECEIPT OF GRAPHIC AND PAYMENT: \_\_\_\_\_

**Ad sizes:**

Full page (5" wide X 8" tall)

½ page (5" wide X 3.75" tall)

¼ page (2.25" wide X 3.75" tall)

Color: All virtual season playbill ads are in full color.

Camera-Ready/Resolution: Please make sure your ad comes camera-ready, correctly sized and at a minimum of 300 dpi.

Acceptable Formats: Camera-ready graphics in PDF (preferred) or jpg formats (please, no Word, Photoshop or other file formats.)

Submission options:

**Mail** camera-ready graphics on CD or USB Drive in a protective rigid envelope to: ASTC Playbill, PO Box 30001/MSC 3072, Las Cruces, NM 88003-8001

**Deliver** camera-ready graphics on CD or USB Drive to: Center for the Arts, Room #318, 1000 E. University Ave., Las Cruces.

**Email** camera-ready graphics to: [melisd23@nmsu.edu](mailto:melisd23@nmsu.edu)

(Please include the name of your company's contact person and phone number in your email.)