

# Schedule

Playbooks 7-11 run February 4 to June 16, 2012.

## Playbook #7 - February Edition

Sat, Feb 4 Marty Stuart (2 shows)  
Fri, Feb 10 Vocal Trash  
Feb 18-19 Take Me Home (3 shows)

## Playbook #8 - March Edition

Sat, Mar 17 Trinity Irish Dancers (2 shows)  
Sat, Mar 24 California Guitar Trio  
Mar 30-31 Honky Tonk Angels (3 shows)

## Playbook #9 - April Edition

Sat, April 14 Tony Orlando (2 shows)  
Sun, April 29 Chanticleer

## Playbook #10 - May Edition

Fri, May 4 Sones de Mexico  
May 11-12 Girls Night (2 shows)

## Playbook #11 - June Edition

June 8-16 Oliver! (5 shows)

**Potential Reach for Half Season:  
23 performances = 13,133 patrons**

# Ad Specs

If you are providing your own ad in an electronic file format, please adhere to the following specifications:

- PDF format
- Resolution of at least 240 dpi

Ad design, layout, and composition are available through The Booster.

If you utilize The Booster's services, costs typically range from \$20 to \$60, depending on ad complexity.

Arrangements for design services and questions about layout specifications can be directed to Linda Hauser at 262-673-2900 or LH@booster-ads.com. New ad design or significant ad revisions are billed separately by The Booster.

**Artwork/copy due by  
Monday, January 16, 2012.**

# Rates & Sizes

(shown approx. size)

## FULL PAGE

4.75" x 7.75"

INVESTMENT

\$895 \$725 (B&W)

**SAVE <sup>up</sup> to \$170**  
**Off of a Full Page**  
**Half Season Ad**

## HALF PAGE

4.75" x 3.75"

INVESTMENT

\$595 \$525 (B&W)

## QUARTER PAGE Vertical

2.25" x 3.75"

INVESTMENT

\$395 \$350 (B&W)

## QUARTER PAGE Horizontal

4.75" x 1.875"

INVESTMENT

\$395 \$350 (B&W)