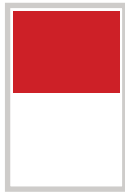# AD SPECS

PLAYBILL (5.5" X 8.5")

Full Page
(5.5" X 8.5")
(6" X 9" with bleed)
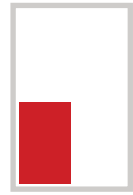
Half Page Horizontal
(5" X 3.875")

Half Page Vertical
(2.5" X 8")

Quarter Page Horizontal
(5" X 1.875")

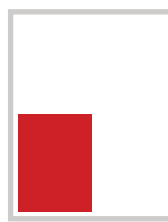**Quarter Page Vertical**
(2.5" X 3.875")

DALLAS THEATER CENTER / FWSO CONCERTS IN THE GARDEN FULL SIZE PROGRAM (8.5" X 11")

Full Page Live Area
(8.5" X 11")
(9" X 11.5" with bleed)
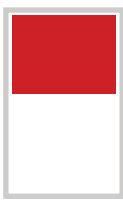
Half Page Horizontal
(8.5" X 5.5")

Quarter Page Square
(4.25" X 5.5")

LONE STAR FILM FESTIVAL (4" X 9")

Full Page Live Area
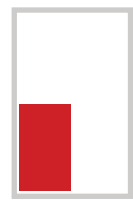(4" X 9")
(4.25" X 9.25" with bleed)

Half Page Horizontal
(3.5" X 4.25")

Half Page Vertical
(1.75" X 8.5")

Quarter Page Horizontal
(3.5" X 2.125")

Quarter Page Vertical
(1.75" X 4.25")

- Full page ads must have a 0.25" bleed all around.
- Keep live copy at least 0.25" away from the trim.
- Color mode must be set to CMYK (no RGB or PMS colors).
- For black type, backgrounds, and shapes, use 100% black.
- High resolution images should be no lesss than 300 DPI. at 100% placement size.
- PDF files preferred.
- Embed fonts in the PDF files.
- Hairline rules should be no smaller than 0.25pt.
- High resolution .JPG, .TFF, .EPS
- Recommend preflight for InDesign files with all images.