

2010 ADF PLAYBILL ADVERTISING CONTRACT

1. Space Reservation Reserve the size indicated below. See enclosed ad specifications and sizes on the next page. Please inquire availability of cover spaces. All ads may be printed in either color or black and white.

- | | |
|-------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Back Cover (\$1,890) | <input type="checkbox"/> Half Page (\$675) |
| <input type="checkbox"/> Inside Front Cover (\$1,640) | <input type="checkbox"/> Quarter Page Horizontal (\$495) |
| <input type="checkbox"/> Inside Back Cover (\$1,640) | <input type="checkbox"/> Quarter Page Vertical (\$495) |
| <input type="checkbox"/> Double Page (\$1,640) | <input type="checkbox"/> Eighth Page (\$380) |
| <input type="checkbox"/> Full Page (\$1,045) | |

Subtotal \$ _____

Discount if sent before December 7, 2009 _____ (10%)

Total \$ _____

Signature: _____ Date: _____ / _____ /20_____

Company or organization: _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (_____) _____ Fax: (_____) _____

E-mail: _____

I wish to be included in the Subscriber Coupon Book at no additional charge. (Please fill out the form on the next page.)

All ads must be paid in full by 5:00 p.m. on MONDAY, FEBRUARY 15, 2010.

2. Artwork (Please see specifications on the following page.)

- My camera-ready artwork is enclosed.
- My camera-ready artwork will arrive by mail or email on or before Monday, March 15, 2010.
- Repeat last season's advertisement without changes.

3. Payment

- | | | |
|--------------------------------------------|----------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Check is enclosed | <input type="checkbox"/> Please send invoice | <input type="checkbox"/> Tear sheet required before making payment |
| <input type="checkbox"/> Visa | <input type="checkbox"/> MasterCard | <input type="checkbox"/> American Express <input type="checkbox"/> Discover |

Card #: _____ Exp. Date: _____

Signature: _____

Name as it appears on the card: _____

Please sign and return to ADF by February 15, 2010.

BY U.S. POSTAL SERVICE
ADF Playbill
Box 90772
Durham, NC 27708-0772

BY FEDEX OR UPS
ADF Playbill
715 Broad Street
Durham, NC 27705

PHONE (919) 684-6402
FAX (919) 684-5459
playbillads@americandancefestival.org
www.americandancefestival.org