



## 2009 Summer SEASON

Dear Advertiser,

Arch-Way Publishers is thrilled to announce that we are once again publishing the playbill/program magazine for the upcoming 2009 **Theatre Under The Stars** (TUTS) Summer Season productions.

This summer, TUTS will be producing *Annie* and *Thoroughly Modern Millie*. These productions will be performed on alternating nights in the Malkin Bowl, Stanley Park from July 14 to August 22, 2009.

The aim of the house publication of TUTS is to inform and entertain patrons with artist biographies, interesting articles, community activity reports and suggestions for learning more, add up to an attractive, well-designed package to enhance patrons' theatre experiences.

The TUTS program magazines will be available to each patron entering the Malkin Bowl Theatre. Last year over **30,000** people attended the performances. Advertising in this magazine ensures that your message will reach everyone that attends a performance of the shows. Patrons attending these shows are usually highly affluent, well-educated and sophisticated - a key audience for any advertiser!

If you require any further information about the publication, rates, closing dates, etc. please call 778-294-5881 or visit our website - [www.playboardmag.com](http://www.playboardmag.com).

For more information on TUTS, please visit their website– [www.tuts.ca](http://www.tuts.ca)

Thanking you in advance,

A handwritten signature in black ink, appearing to read "Alan Slater", with a long horizontal flourish extending to the right.

Alan Slater  
Publisher



Suite #4 – 15255 36 Avenue, South Surrey, B.C., V3S 0Y4 Tel: 778.294.5881 Fax: 778.294.5882

Arch-Way Publishers is a Division of Canadian Best Publishers Ltd.



# 2009 Summer Season Advertising Rates

## Malkin Bowl Stanley Park

July 14 – August 22, 2009

### Annie & Thoroughly Modern Millie

(Alternating Evenings)

**Deadlines:** Space Close: 1 Month prior to publication date  
Material close: 3 Weeks before publication date

**Seating capacity of Malkin Bowl:** 800  
Over **30,000** attended last years shows

#### PLACEMENT:

Outside Back Cover (Colour)	\$ 2,200.00
Inside Front Cover (Colour)	\$ 1,900.00
Inside Back Cover (Colour)	\$ 1,700.00

	Black & White	Colour
Full Page	\$ 1,300.00	\$ 1,500.00
1/2 Page	\$ 800.00	\$ 1,000.00
1/3 Page	\$ 600.00	\$ 800.00
1/4 Page	\$ 450.00	\$ 600.00

#### Display Ad Sizes and Specifications

SIZES (In Inches)	WIDE	HEIGHT	SIZES	WIDE	HEIGHT
Type Page	7-3/8	10-	Trim size	8-3/8	10-3/4
1/2 Horizontal	7-3/8	4-15/16	Bleed Size	8-5/8	11-
1/3 Vertical	2-3/8	10-			
1/4 Square	3-5/8	4 15/16			

Printed Heatset Web Offset, CTP.

Ad files can be supplied electronically (Max. 10 meg. file) or on disc in Indesign, QuarkXpress or Adobe Illustrator format with all high-resolution images & fonts. Ad files can also be supplied as a high-resolution PDF file

Rates quoted do not include applicable taxes and is for the insertion of the advertisement only.

Rates are subject to change without notification.



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Email: theatre@shawbiz.ca website: www.playboardmag.com

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