

**WHY ADVERTISE IN THE BOWEN PARK THEATRE/WAUKEGAN SYMPHONY ORCHESTRA & CONCERT CHORUS PLAYBILLS?**

A highly educated, affluent, and influential audience attends our concerts and productions. By placing your advertisement in the program book, you are taking advantage of a unique opportunity to present your message to this exclusive audience.

**PREMIER AUDIENCE DEMOGRAPHICS**

The book offers advertisers the most attractive reader demographics of any publications in our area. Of concert attendees, 60% have college degrees; 62% have annual incomes in excess of \$50,000; and, 80% of our audiences come from within 20 miles of Waukegan. Audiences are approximately 60% from Waukegan's two primary zip codes- 60085, 60087 - with the additional 40% coming from Lake Bluff, Lake Forest, Zion, Gurnee, Libertyville, Grayslake, Highland Park, Wadsworth, North Chicago, Evanston, and Chicago, the markets most important to you!

**ARTWORK ACCEPTANCE POLICY**

The Waukegan Park District reserves the right to refuse any advertisement that does not comply with the District's graphic standards.

**PAYMENT**

Payment in full is due by September 8.

**BOWEN PARK THEATRE COMPANY--  
WAUKEGAN SYMPHONY ORCHESTRA & CONCERT CHORUS**

39 Jack Benny Drive  
Waukegan, Illinois 60087  
(847) 360-4740 Fax: (847) 662-0592  
[www.jackbennycenter.org](http://www.jackbennycenter.org)

sponsored by...

**WAUKEGAN PARK DISTRICT**



This program is partially supported by a grant from the Illinois Arts Council



**BOWEN PARK THEATRE COMPANY  
WAUKEGAN SYMPHONY ORCHESTRA  
& CONCERT CHORUS**

**Playbill Advertising Rates & Specifications**

**2010/2011 Season**

For all advertising queries, contact Jack Benny Center for the Arts



**F**ounded in 1986-1987, Bowen Park Theatre Company has performed over 60 plays in their subscription series. The Waukegan Symphony Orchestra (WSO) was founded in 1974 and has performed throughout Lake County and many places abroad. The Waukegan Concert Chorus (WCC) was formed in 1966 and has performed throughout Lake County, at Carnegie Hall and Lincoln Center in New York, and with other area orchestras, including the Chicago Symphony Orchestra at Ravinia.

Bowen Park Theatre Company performs in Goodfellow Hall's Dr. Lynn Schornick Theatre in Bowen Park. Bowen Park Theatre (BPTC) brings a sprinkling of modern classics amongst the old, specializing in popular plays from each of the last four centuries with particular attention to plays which have been honored with a Pulitzer Prize, New York Drama Critic Award, and other outstanding awards. The 2009/10 BPTC season included- William Shakespeare's *Hamlet*, the comedy *The Complete Works of William Shakespeare (Abridged)* and for the 2010/11 season the theatre company will perform American playwright, Arthur Miller's Pulitzer Prize winning *Death of A Salesman* and Anthony Shaffer's *Sleuth*, a play of mystery and deception.

The Waukegan Symphony Orchestra (WSO) has seen a major resurgence in our community. We are pleased that the audiences have continued to grow. Drawing from the wealth of classical music, the WSO mixes professional with dedicated community players in a spectacular and delightful array of sounds in three season concerts. This year a Young People's Concert will take place in the spring with free tickets to all children. Waukegan Concert Chorus (WCC) presents one solo concert.

Both performance groups come together each December to present the Joseph A. Favero Memorial "Do it Yourself" *Messiah* and Carol Sing Along. These fine performance groups bring inspiration to our youth and beauty into the lives of our citizens through their voices and music.

## **CIRCULATION**

Attendance at theatre, orchestra and chorus performances exceeds 4,000. The program book is complimentary at all performances of symphony, chorus, and theatre where it gets read before, during, and after the performance. This book is also seen by family members and friends.

## **PRINTING PROCESS**

COVER: four-color process on 28# white gloss text paper. INTERIOR PAGES: on 28# text paper. Stapled binding.

## **COLOR AD SPECS (COVERS ONLY)**

Color ads must be supplied on computer disc along with the advertiser's color proof. Printer will supply color proof for advertiser once transferred to velox.

## **BLACK & WHITE AD PAGES**

Black and white ads should be provided as hard copy, black on white, properly sized and ready for publication. Or, we will set your copy and provide a proof for you at no additional charge. Add two weeks lead time to printer's deadline (September 15). All artwork and text must be supplied by advertiser. A business card can be reworked for either a 1/4 or 1/8 page advertisement.

## **PRINTING PROCESS**

COVER: four-color process on 28# white gloss text paper. INTERIOR PAGES: one-color (black) sheet-fed offset on 28# text paper. Ten season inserts (8 to 12 pages) without ads: one color (black) offset on 60# gloss text paper. Stapled binding.

## **DEADLINE AND SUBMISSION OF ARTWORK**

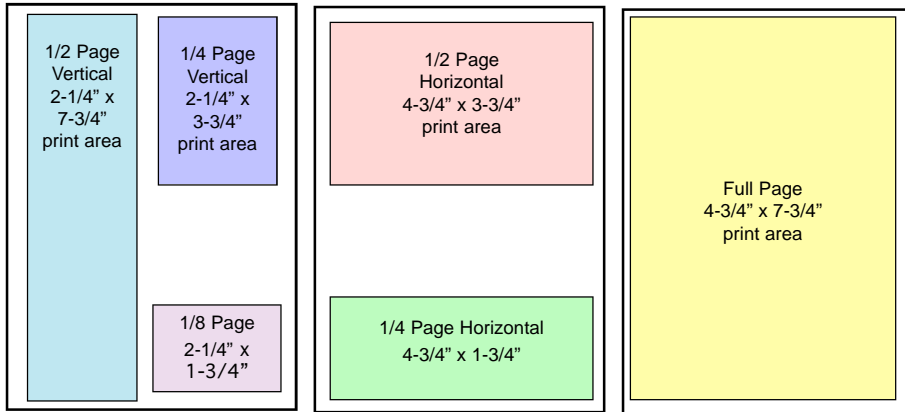
Space reservations are due on or before September 8. For reservations, contact Superintendent of Cultural Arts, Claudia Freeman at (847) 360-4744. Advertising materials are due on or before September 15, and must be delivered to the Jack Benny Center for the Arts, 39 Jack Benny Drive, Waukegan, Illinois 60087. Please be advised that artwork will not be available for return to advertisers until early October and will be returned only if requested on the contract.

## **AD POSITIONS**

Add a 15% premium to the ad rate for guaranteed placement, which is available for selected positions within the first ten pages. These pages contain, along with ads, the title page and contents page, the introductory greetings, and the list of Waukegan Park District Commissioners, Concert Call and Friends of the Jack Benny Center for the Arts. Reserved placements are available for full-page ads only. Requests for placement beyond the first ten pages will be accepted, but they cannot be guaranteed.

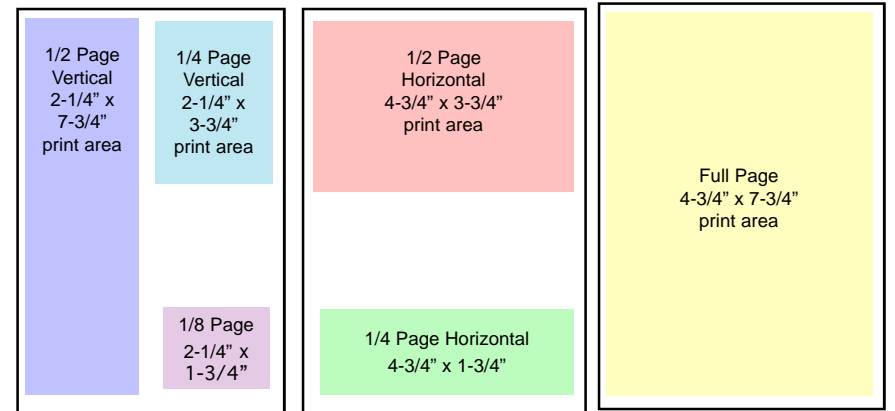
## ADVERTISING SIZES AND RATES

Page Size	Dimensions (w x h)	B&W
Back cover (color)	5-1/2" x 8-1/2"	850 (color)
Inside front or back cover	5-1/2" x 8-1/2"	750 (color)
Full page (inside)	4-3/4" x 7-3/4"	600
1/2 page vertical	2-1/4" x 7-3/4"	400
horizontal	4-3/4" x 3-3/4"	400
1/4 page vertical	2-1/4" x 3-3/4"	225
horizontal	4-3/4" x 1-3/4"	225
1/8 page	2-1/4" x 1-3/4"	125



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Back cover (color only)	5-1/2" x 8-1/2"	850 (color)
Inside front or back cover	5-1/2" x 8-1/2"	750 (color)
Full page (inside)	4-3/4" x 7-3/4"	600
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horizontal	4-3/4" x 1-3/4"	225
1/8 page	2-1/4" x 1-3/4"	125



**Bowen Park Theatre & Opera Co.  
Waukegan Symphony Orchestra  
& Concert Chorus**

**2010-2011 Playbill Advertising**

Advertisement confirmation deadline -

**September 8**

Printers Deadline (for copy) -

**September 15**

Please check the size of the advertisement space (below) you wish to purchase and sign below. If you have advertised in our program books before and wish to run the same ad again, as is, or with any corrections, please check the appropriate box.

as is       corrections

<input type="checkbox"/> Back cover .....	\$850
<input type="checkbox"/> Inside Front Cover b/w .....	\$7 50
<input type="checkbox"/> Inside Back Cover b/w .....	\$7 50
<input type="checkbox"/> Full page b/w .....	\$6 00
<input type="checkbox"/> 1/2 page vertical .....	\$4 00
<input type="checkbox"/> 1/2 page horizontal .....	\$4 00
<input type="checkbox"/> 1/4 page vertical .....	\$2 25
<input type="checkbox"/> 1/4 page horizontal .....	\$2 25
<input type="checkbox"/> 1/8 page .....	\$1 25

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

Signature \_\_\_\_\_

Please make checks payable to: **Waukegan Park District**

Mail to:  
Jack Benny Center for the Arts  
Bowen Park  
39 Jack Benny Drive  
Waukegan, IL 60087

**Thank You!**

**Bowen Park Theatre & Opera Co.  
Waukegan Symphony Orchestra  
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<input type="checkbox"/> Back cover .....	\$850
<input type="checkbox"/> Inside Front Cover b/w .....	\$75 0
<input type="checkbox"/> Inside Back Cover b/w .....	\$75 0
<input type="checkbox"/> Full page b/w .....	\$60 0
<input type="checkbox"/> 1/2 page vertical .....	\$40 0
<input type="checkbox"/> 1/2 page horizontal .....	\$40 0
<input type="checkbox"/> 1/4 page vertical .....	\$27 5
<input type="checkbox"/> 1/4 page horizontal .....	\$22 5
<input type="checkbox"/> 1/8 page .....	\$12 5

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

Signature \_\_\_\_\_

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Jack Benny Center for the Arts  
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**Thank You!**