2014-2015
McCain
PERFORMANCE SERIES

BOOK SPECIFICATIONS
LIVE AREA 4.75” X 7.5”
TRIM SIZE 5.5” X 8.5”
BLEED SIZE 5.75” X 8.75”
4-color process on coated stock, saddle stitched and trimmed

AD SUBMISSIONS TO:
Sunflower Publishing
645 New Hampshire
Lawrence, KS 66044-0888
E-mail: sunpubads@sunflowerpub.com

The publisher can provide assistance in the production of all ads upon request.

ELECTRONIC FILES
Please send ads on CD or by E-mail.
Prefer flattened, 300 DPI resolution
EPS, TIF, OR ADOBE PDF (Press Optimized with fonts embedded) files.

ADVERTISING OPPORTUNITIES
Don’t miss the opportunity to showcase your business to audiences of the 2014-2015 McCain Performance Series. Purchase an ad in the program book of this exciting season.

25,400 PROGRAMS WILL BE DISTRIBUTED
There will be 30 or more shows at McCain Auditorium during the nine month season and purchased advertising will appear in each program book.

The upcoming season’s exciting line-up is sure to appeal to all age groups and income levels.

ASSOCIATE YOUR COMPANY WITH EXCELLENCE
McCain Auditorium, located on the campus of Kansas State University, will celebrate 44 years this coming school year with a performance series of incredible events. The 2014-2015 season will feature the best in smash-hit Broadway musicals; a stimulating variety of jazz, classical, folk and rock music; world-class dance and theatre; side-splitting comedy; and family-friendly events.

You can help us celebrate 44 years of hosting live performing arts experiences that remain vital to our growing community.

RATE CARD (ad prices include full color)
We offer the following sizes and placements, based on a 5.5” x 8.5” booklet.

Back cover $2,200
Inside front cover $2,000
Full-page advertisement $1,800
Half-page advertisement $1,200
Quarter-page advertisement $800

Additional 20% for premium and guaranteed positions based on availability.

RATES REPRESENT EXPOSURE FROM September 2014 - April 2015
Ads are printed on 80# gloss paper with high-resolution graphics.

ADVERTISING DEADLINES
Space reservation by June 15
Approved ad copy by July 15

FOR MORE INFORMATION CONTACT
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