



YMTC

BLEED SIZE: 6.000" W x 9.000" H

**PREMIUM PLACEMENT
OPPORTUNITIES INCLUDE**

**BACK & INSIDE COVERS,
CENTERFOLD SPREADS
+ SELECT EDITORIAL**

FULL PAGE

LIVE AREA: 5.000" W x 8.000" H
TRIM SIZE: 5.500" W x 8.500" H

BAYSTAGES PROGRAMS

2019|2020

MEDIA KIT

SIZE

1.750" W x 8.000" H

LIVE AREA

1.500" W x 7.750" H

THIRD PAGE

YOUTH MUSICAL THEATER COMPANY

CELEBRATING THEIR FIFTEENTH ANNIVERSARY!

YMTC is dedicated to providing exceptional training to young theatre artists through the production of exceptional musical theater. The organization brings together the Bay Area's most talented and dedicated young singer-actors, as well as students of technical theater, with professional directors, designers, choreographers, actors and musicians. They take on challenging and sophisticated musical and dramatic themes, and productions are always accompanied by a full live, orchestra.

Please visit ymtcbayarea.org for more information.

PRODUCTIONS + DEADLINES

RENT

November 3 – 10, 2019 DUE: 10.17.19
Book, music, and lyrics by Jonathan Larson

This rock opera loosely based on Puccini's La Boheme chronicles the lives of a group of artists in the East Village in Lower Manhattan over the course of a year during turmoil of the AIDS crisis.

THE MUSIC MAN

March 5 – 17, 2020 DUE: 02.20.20
Book, music, and lyrics by Meredith Willson
Story by Meredith Willson and Franklin Lacey

Harold Hill uses his wit, charm, and intellect to con small towns by posing as a music teacher selling instruments to organize boy's bands. When he gets to River City, Iowa, he finds there is one person he can't fool.

A LITTLE NIGHT MUSIC

July 17 - 26, 2020 DUE: 07.02.20
Music and lyrics by Stephen Sondheim
Book by Hugh Wheeler

A YMTC+ production, featuring alumni and professional actors working alongside students. Sondheim's lilting and lusty love story set in turn-of-the-last century Sweden is a sharp, witty musical that follows a diverse group of intersected characters who fall in love with all the wrong people.

Performances held at the Performing Arts Theater at El Cerrito High School.

SINGLE INSERTION RATES

Sixth-Page	\$ 100
Third-Page	\$ 150
Half-Page	\$ 250
Full-Page	\$ 325
Inside Covers	\$ 450
Back Cover	\$ 700

Programs are digest size (5.50" x 8.50") and offer the sixth-page, third-page, half-page, and full-page advertising placement options shown in this media kit. Discounts are available for multiple publication insertion orders, multi-company orders, and for 501(c)(3) nonprofit organizations. Professional advertising design and editing services available at discounted rates for VIA MEDIA advertisers.

Please contact advertise@via.media
or call **415.552.8040** for more information.

ADVERTISING DESIGN SPECIFICATIONS

FILE FORMAT: Design files must be 100% of size ordered with a resolution of 300 dpi (dots per inch) in grayscale or CMYK format. Files must be compatible with Adobe Creative Suite. Files may be submitted as layered, editable files (.ai, .eps, .indd or .psd) packaged with all placed images and fonts, or as press-ready PDF files, or in .jpg or .tiff format. **No other file formats will be accepted.**

- **DO NOT SEND** files with spot color (Pantone) or RGB color specifications. Files containing such colors will be converted to CMYK format and the publisher will not be liable for claims for any shift in colors due to this conversion.
- **DO NOT SEND** image files lower than 300 dpi (except as examples) or files with placed or embedded images lower than 300 dpi. The publisher will not be liable for claims due to the use of advertiser-supplied low-resolution image files.
- **DO NOT SEND** images as .gif, .png, .bmp, .pict files, or documents in any text formats (.doc, .txt, .rtf), or files native to design programs other than Adobe Creative Suite such as CorelDraw, Publisher, PowerPoint. Files in these formats will be returned to the advertiser for replacement.

BORDER & RULES: Do not put *any* sort of line, rule or border around your design. Even thick borders - 0.5" or larger - on full-bleed designs can shift slightly during printing and cause the design to appear off-center. Non-bleed designs will be framed according to the style of the publication in the final layout.

BLEED: Full-page designs should include a quarter-inch (0.25") bleed **ON EACH SIDE** of your design, meaning designs for 5.5" by 8.5" pages, with bleed, should provide 6.0" by 9.0" coverage. If you add crop marks, please offset them by at least one-eighth (0.125") inch.

LIVE AREA: Do not include any important text or other critical content closer than one-quarter (0.25") inch to any edge of full-page full-bleed designs or one-eighth (0.125") for non-bleed designs as shown in this media kit. The publisher will not be liable for claims due to content that is cropped or illegible due to improper formatting.

FILE DELIVERY INSTRUCTIONS

Please compress all file submissions to .zip or .rar files. Please include a screen-resolution (72 dpi) .jpg example of your design for verification purposes. Please name your file with your company name and the size of your advertisement. (EXAMPLE: **WALMART-sixthpage.zip** or **TIFFANYS-fullpage.zip**)

Please send your design files as soon as possible after confirming your advertising order so we may alert you to any necessary corrections. Please respond to requests for corrections or approval as soon as received. File submissions or corrected files received after the publication deadline specified on the production media kit cannot be guaranteed to receive a review document and/or placement in the publication. Files up to 4.0 GB each may be uploaded at:

via.media/file-transfer

SIXTH PAGE

SIZE

1.750" W x 3.9375" H

LIVE AREA

1.500" W x 3.6875" H

HALF PAGE

SIZE

5.000" W x 3.9375" H

LIVE AREA

4.75" W x 3.6875" H

BAYSTAGES PROGRAMS

Current clients include:

3Girls Theatre Company • 42nd Street Moon • AlterTheater
Bay Area Musicals • Broadway by the Bay • Contra Costa Civic Theatre
Crowded Fire Theater • The Custom Made Theatre Co. • Douglas Morrisson Theatre
Dragon Productions • Foothill College • Foothill Music Theatre • Gatehouse Theatre
Hillbarn Theatre • Lorraine Hansberry Theatre • Marin Theatre Company
Novato Theater Company • Oakland Gay Men's Chorus • Palo Alto Players
Pear Theatre • Pittsburg Community Theatre • Playwrights Foundation
San Francisco Bay Area Theatre Company • San Francisco Gay Men's Chorus
San Francisco Playhouse • San Jose Stage Company • Silicon Valley Shakespeare
Theatre Rhinoceros • Youth Musical Theater Company



VIA MEDIA is an award-winning publishing firm specializing in custom print and digital solutions including advertising-supported theatre and event programs, visitor guides, and bespoke catalogs and directories. Our services cover the full continuum of publishing needs from concept, design, and branding, through advertising sales and trafficking, content development, layout and print production management, and distribution.

advertise@via.media • 415.552.8040

Advertising design services available. Media kit layout for example purposes. Final designs will differ.