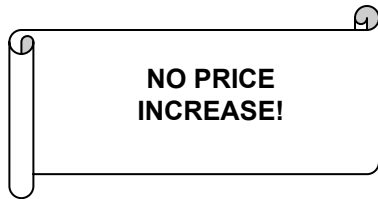


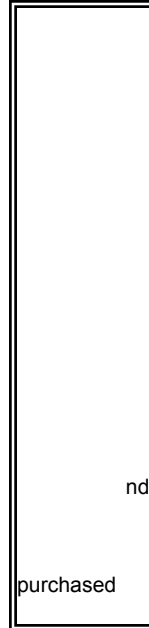
**1/2 PAGE  
HORIZONTAL**

**Aspect Ratio: 18 X 15**  
(approx size: 4-1/2" x 3-3/4")



**1/4 PAGE  
HORIZONTAL**

**Aspect Ratio: 18 X 7.5**  
(approx size: 4-1/2" x 1-7/8")



**1/4 PAGE  
VERTICAL**

**Aspect Ratio:  
9 X 15**

(approx size:  
2-1/4" x 3-3/4")

**1/2 PAGE  
VERTICAL**

**Aspect Ratio:  
9 X 30**

(approx size:  
2-1/4" x 7-1/2")

**FULL PAGE**

**INSIDE FRONT COVER**

**INSIDE BACK COVER**

**OUTSIDE BACK COVER**

**Aspect Ratio: 18 X 30**  
**(approx size: 4-1/2" x 7-1/2")**

**NOTES:**

Electronic ads must be PDF, JPG, or TIFF- 300dpi minimum

Electronic ads must be in specified format & aspect ratio for size purchased

Print ads must be clear, B/W copy in required aspect ratio for size purchased

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**Susan Fournier, Program Ad Coordinator**  
**Williamsburg Players**  
**Direct Phone: 757-229-2709**  
**E-Mail: [ads@williamsburgplayers.org](mailto:ads@williamsburgplayers.org)**  
**U.S. MAIL: 139 Jordans Journey**  
**Williamsburg, VA 23185-1444**  
**I.R.S. Tax ID 54-6049635**

**2010-2011 SEASON**

The Players is now headed to its 54<sup>th</sup> year of bringing professional level performance to appreciative audiences. Attendance is expected to be nearly 10,000 this season.

The Players is an all-volunteer organization, governed by an elected Board of Directors under specific by-laws. It is a network of local men and women experienced in all aspects of theater work. Many volunteers without specific theater experience enjoy providing special skills like carpentry, maintenance, sewing, and muscle power to the Players.

Ticket sales revenue represents a small portion of the budget required to present high quality theater. The Players relies on program advertiser support, patron donations, and ever-smaller grants in order to provide the best of regional talent desired by our enthusiastic audiences.

As an advertiser, you will enjoy exposure to a highly-qualified market segment of those who appreciate the cultural riches of this community...and who appreciate support from the business community. *Advertisers may want to offer a discount or extra item in their ads as an inducement to visit.*

This pamphlet includes ad sizes and a contract form that lists all prices. Ads are printed in a distinctive program that is distributed at five shows (103 performances) this season.

For further information, please contact:

Susan Fournier, Board of Directors-Business & Finance  
Williamsburg Players Program Ad Coordinator  
Phone: 757-229-2709  
E-Mail: [ads@williamsburgplayers.org](mailto:ads@williamsburgplayers.org)