

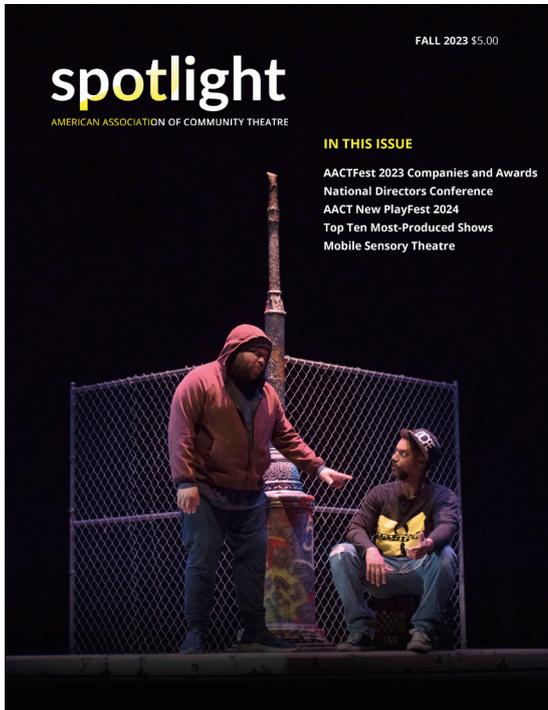


Spotlight

Special Advertising Opportunity

PO Box 101476, Fort Worth, TX 76185
 817-732-3177
 info@aact.org

Spotlight is moving to a quarterly magazine!



AACT provides arts organizations with valuable information through the official AACT publication, *Spotlight* magazine, available both in print and online (aact.org/spotlight).

AACT remains proud of the direct connections we have built with theatre makers across the country, and in our ability to provide them with exceptional exposure of your products and services.

The NEW *Spotlight* schedule will include four issues annually:

- Spring, published in March
- Summer, published in June
- Fall, published in September
- and Winter, published in December

For more information, a sample copy of *Spotlight*, or to reserve your advertising space, contact quiana@aact.org

Spotlight, published four times a year, will continue to be distributed to 1,800 organizational and individual AACT members. The Spring 2024 issue will be mailed to AACT members and all theatres on the AACT mailing list. The online version is available to members and non-members worldwide, with up to 950 views for each issue.

2024 *Spotlight* Advertising Sizes and Rates

	4x	2x	1x
	Discount rate per issue	Discount rate per issue	rate per issue
Full page	\$ 1095	\$ 1335	\$ 1860
1/2 page	\$ 595	\$ 735	\$ 1015
1/3 page	\$ 400	\$ 485	\$ 675
1/4 page	\$ 325	\$ 400	\$ 555
1/6 page	\$ 220	\$ 270	\$ 375
Inside Front Cover	\$ 1205	\$ 1480	\$ 2040
Inside Back Cover	\$ 1295	\$ 1630	\$ 2185
Full Page Opposite Table of Contents	\$ 1295	\$ 1630	\$ 2185

Spotlight

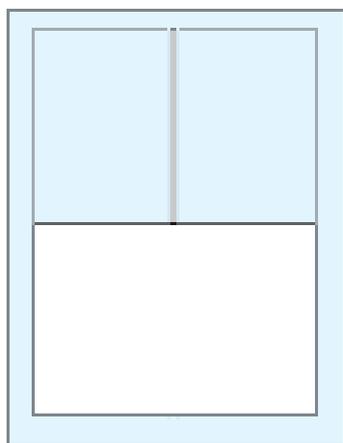
Advertising Sizes

Spotlight, the magazine of the American Association of Community Theatre, is your direct connection to America's theatres.

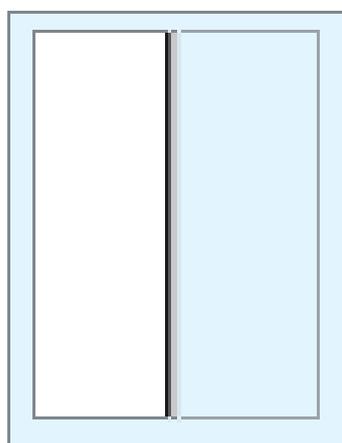
Distributed nationally, *Spotlight* is available to members and non-members for viewing online.



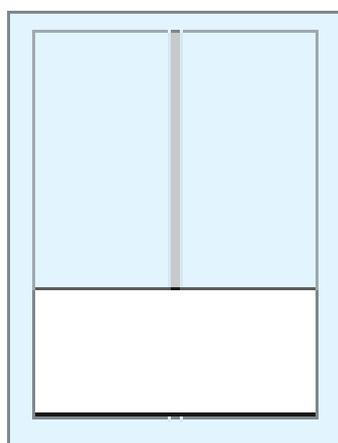
Full Page/Inside Front or Back Cover
with bleed to page edges
8.625" W x 11.25" H



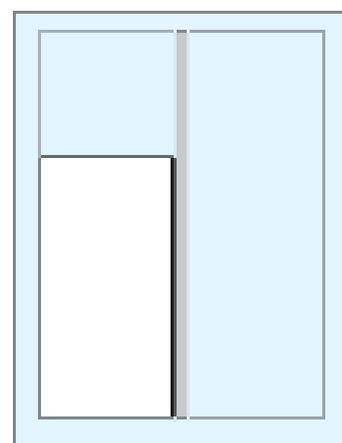
1/2 Page Horizontal
7.25" W x 5" H



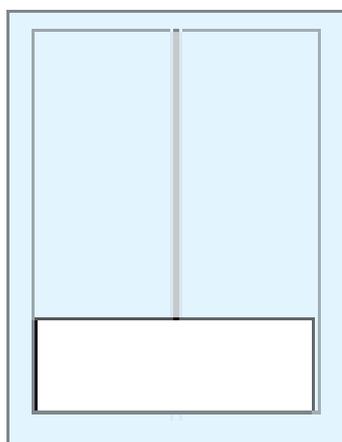
1/2 Page Vertical
3.5" W x 10" H



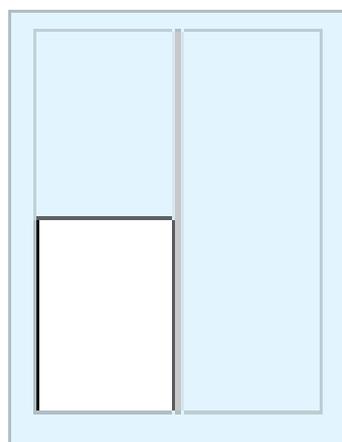
1/3 Page Horizontal
7.5" W x 3.21" H



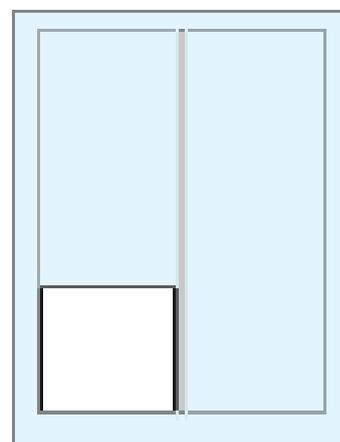
1/3 Page Vertical
3.5" W x 6.5" H



1/4 Page Horizontal
7.5" W x 2.438" H



1/4 Page Vertical
3.5" W x 5" H



1/6 Page
3.5" W x 3.25" H



Spotlight Advertising Special

PO Box 101476, Fort Worth, TX 76185
817-732-3177
info@aact.org

2024

Deadlines to place an order and submit artwork for 2023/2024 issues:

February 10, 2024 for the Spring 2024 issue - mailed to AACT members and all theatres on the AACT mailing list.

Issue	Publication Date	Order/Artwork Due
Spring 2024	March 1, 2024	January 10, 2024
Summer 2024	June 1, 2024	April 10, 2024
Fall 2024	September 1, 2024	July 10, 2024
Winter 2024-2025	December 1, 2024	October 10, 2024

Why Quarterly? *Spotlight* Magazine, the magazine of the American Association of Community Theatre, has moved to a quarterly print publication schedule to dedicate more time to enhancing the quality of content, provide additional member-valued benefits online, and to protect the long-term financial health of the publication.

Specifically, going quarterly lets us shift time-sensitive content to the website or electronic communication, allowing the print publication to provide greater editorial variety and more in-depth articles than has been possible in the past.

In a collaborative effort, staff, the editorial team, and others will work to make AACT news and offerings more digitally accessible while we make each issue of *Spotlight* richer with feature articles, interviews, and how-to content. Our website will be regularly updated with expanded content from the print magazine (including members-only articles), and continued access to the digital version of *Spotlight*.

The print edition of *Spotlight* will be mailed to AACT members and subscribers in March (Spring), June (Summer), September (Fall) and December (Winter).

Spotlight will continue to be the direct voice to reach theatre customers! We look forward to building new ways and outlets for the targeted audiences and connections you seek.

For more information, or to reserve your advertising space, contact Quiana Clark-Roland at quiana@aact.org or 817-732-3177, ext 5



Spotlight Advertising Special

PO Box 101476, Fort Worth, TX 76185
817-732-3177
info@aact.org

2024 Insertion Order

Advertiser Name: _____
 Contact Person: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____ Fax: _____
 Email: _____

Issue	Size	Horizontal	Vertical	Price	Reserve/Artwork Due
Spring 2024	_____ page	<input type="checkbox"/>	<input type="checkbox"/>	\$_____	Material due: January 10, 2024
Summer 2024	_____ page	<input type="checkbox"/>	<input type="checkbox"/>	\$_____	Material due: April 10, 2024
Fall 2024	_____ page	<input type="checkbox"/>	<input type="checkbox"/>	\$_____	Material due: July 10, 2024
Winter 2024-2025	_____ page	<input type="checkbox"/>	<input type="checkbox"/>	\$_____	Material due: October 10, 2024

Special Instructions/Comments: _____

MATERIAL INSTRUCTIONS:

- New Copy Use Previous Copy Request Design (additional fee)*

*Design fee will be estimated prior to design. Materials are due by the above date via email to: advertising@aact.org. If new material is not submitted by above date, AACT will run your most recently placed ad of the same size.

Accepted File Formats: pdf, jpeg, eps, tiff; 300 dpi minimum

PAYMENT INFORMATION: *Payment required of new advertisers*

- Bill per insertion
 Check enclosed (payable to AACT)
 *Credit Card: Visa MasterCard American Express Discover

Number: _____

Exp. Date: _____ Security Code: _____

Name on Card: _____

Signature: _____

Billing Address (if different from above): _____

- Charge Total Charge per insertion

If you do not want to fill out the credit card information, call
817-732-3177

* By providing your credit card you authorize AACT to charge your card at the time of billing for the issues set forth on this Insertion Order

AACT TERMS & CONDITIONS:

Payment Terms: Payment due upon receipt of invoice. All invoices past 60 days old will be subject to a 1.5% Finance Charge. All new advertisers must prepay first three insertions.

General Conditions: All advertising subject to Publisher's approval. Publisher requires written notice of cancellation of any advertising contract 30 days prior to space closing dates for the next scheduled issue. The Advertiser agrees to purchase advertising space, which the American Association of Community Theatre agrees to provide as indicated above. AACT reserves the right to refuse ads. AACT's liability for any error will not exceed the charge for the advertisement in question.

Agreement: If you agree with this contract, please sign below and return.

Advertiser's Signature

Date

Accepted for AACT by

Date Received