

DIRECTED BY PATRICK SWANSON | ELIJAH BOTKIN, MUSIC DIRECTOR



**DECEMBER 16-28, 2022**  
13 PERFORMANCES - MATINEES & EVENINGS

**SANDERS THEATRE**  
HARVARD UNIVERSITY, CAMBRIDGE MA

**EXTENDED RUN**  
ONLINE ONLY - DECEMBER 29, 2022  
THROUGH JANUARY 8, 2023

Our 52nd annual production, *The Midwinter Revels 2022*, returns to Sanders Theatre for a celebration like no other, filled with the music, dance, and joy that make Revels truly special. *The Midwinter Revels* program book will reach over 15,000 patrons through the souvenir version distributed to our Sanders Theatre audiences and the virtual edition posted online.

#### DISPLAY AD RATES & SIZE OPTIONS

	SIZE, W X H	PRICE
<b>BACK COVER*</b>	4.25 x 7.25"	\$1250
<b>INSIDE COVER*</b>	4.25 x 7.25"	\$1000
<b>FULL PAGE*</b>	4.25 x 7.25"	\$850
<b>HALF PAGE</b>	4.25 x 3.375"	\$550
<b>THIRD PAGE</b>	4.25 x 2.25"	\$450
<b>QUARTER PAGE</b>	2.125 x 3.375"	\$400
<b>B&amp;W QUARTER</b>	2.125 x 3.375"	\$350

**\*Special note:** Full-page advertisers receive 2 free tickets to any performance!

#### BECOME A SPONSOR!

**Business Sponsorships** for *The Midwinter Revels* are available beginning at \$5,000 and include customized opportunities for promoting your business, VIP perks, free tickets, and access to Revels' growing and loyal audience. **Email Rachel Roccoberton at [rroccoberton@revels.org](mailto:rroccoberton@revels.org) for details.**

#### SCHEDULE FOR ADVERTISERS

##### October 25, 2022:

Ad space reservations due - email Sydney at [sroslin@revels.org](mailto:sroslin@revels.org) to reserve your space.

Text and artwork due for ads designed by Revels.

**November 1, 2022:** All final ad files and 50% deposit due

**December 31, 2022:** Final balances due.

#### SPECIFICATIONS

1. Electronic files of entire ads in Adobe InDesign 3.0 and higher (Include fonts and images. Provide laser proof or PDF).
2. A high-resolution PDF (press-ready), TIFF (300dpi) or EPS file.
3. Hardcopy, camera-ready artwork that can be scanned.

The Program Book's trim size is 5.5 x 8.5". Ads will not bleed.

#### NEED AD DESIGN SERVICES?

Revels offers discounted design services to Program Book advertisers through our friends at Springtide Studio. If you'd like us to design your ad, please email [sroslin@revels.org](mailto:sroslin@revels.org) prior to **October 20** and send your approved text and any high-resolution images or graphic files by **October 25**.

#### HOW TO SUBMIT YOUR AD

It's easy! Just send your print-ready files to [sroslin@revels.org](mailto:sroslin@revels.org) before November 1 to guarantee your place in both the physical and digital Program Book.

**For more information on *The Midwinter Revels 2022***  
**VISIT [REVELS.ORG/MIDWINTER](http://REVELS.ORG/MIDWINTER)**



**The Midwinter Revels - In Celebration of the Solstice** - Advertising Contract

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

You are hereby authorized to insert advertising in the **2022 Midwinter Revels Program Book**.

Please reserve my space as noted:

Ad Size (circle): BACK INSIDE FULL ½ ⅓ ¼ ¼ BW Ad Rate: \$ \_\_\_\_\_

Non-Refundable Deposit Amount (50%) - \$ \_\_\_\_\_

Balance Due (December 31, 2022) \$ \_\_\_\_\_

(Circle) MC, Visa, or AmEx Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

If paying by credit card, please fax contracts to 617-972-8400.

If paying via check, email contract to [sroslin@revels.org](mailto:sroslin@revels.org). Mail check, payable to Revels to Revels, Attn Ads, 80 Mt. Auburn St, Watertown, MA 02472

If print-ready ad is enclosed, check here \_\_\_\_\_

If copy to be designed and/or typeset is enclosed, check here \_\_\_\_\_

**If we should repeat an ad** that has appeared in a previous *Revels* program, check here \_\_\_\_\_ and please email **Sydney Roslin** at [sroslin@revels.org](mailto:sroslin@revels.org).

I understand that ad copy and outstanding balance must be submitted before the appropriate deadlines and that cancellation cannot be accepted after the published closing date. All copy and design are subject to Publisher and Revels, Inc. approval.

Advertiser and/or agency acknowledges receipt of and agrees to the terms and conditions included in the publication's current rate card.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

**DEADLINES for inclusion in the **2022 Midwinter Revels** Program Book:**

<b>Space Reservation Due:</b>	<b>October 20, 2022</b>
<b>Copy Deadline (if Revels designs):</b>	<b>October 25, 2022</b>
<b>Print-Ready Deadline and Deposit Due:</b>	<b>November 1, 2022</b>
<b>Final Balance of Payment Due:</b>	<b>December 31, 2022</b>

Please contact Sydney Roslin at [sroslin@revels.org](mailto:sroslin@revels.org) with any questions!