



South Lyon East High School
Department of Theatre

52200 West Ten Mile Road – South Lyon, MI 48178
Theatre Office: 248-573-8709 www.southlyoneastdrama.com
Mrs. Wendy Sielaff, Director of Theatre



January/February, 2016

Dear Business Patron:

This spring, the South Lyon East High School Department of Theatre will present **BYE BYE BIRDIE. BYE BYE BIRDIE** is an American musical about fictional pop sensation Conrad Birdie and his final performance before being drafted to the army. He promises a song and a kiss to a typical American teenager on the Ed Sullivan Show. With two Broadway runs and two concert versions, in addition to appearances on both the small and silver screens, this classic musical theatre show highlights life in 1950's America and the early rock and roll music craze.

Join us for Conrad Birdie's last serenade to one lucky fan before he enters the army. The production takes place in the theatre at South Lyon East High School. Performance dates are April 21st, 22nd, 23rd, 29th, and 30th at 7:00 P.M. and a matinee performance on Sunday, May 1st at 2:00 P.M. Once again, we are asking local businesses for donations and support.

A **Business Card ad** in our program
\$25

A **Half page ad** in our program
\$50

A **Quarter page ad** in our program
\$35

A **Full Page ad** in our program
\$100

If you are interested in placing an advertisement for your business in our playbill, please let us know. We can design your ad for you, or if you already have ad copy you would like to submit, we can use that also. **Make checks payable to: South Lyon East Drama. All ads and money must be received by Thursday, March 3rd, 2016.** Graphics should be e-mailed to hsanford@comcast.net. If you have any questions, please call our Theatre Office at (248) 573-8709. Thank you for your support.

Sincerely,

YOUR STUDENT/PARENT CONTACT:

Wendy Sielaff
Director

Name:

Phone:

*****PLEASE SEE REVERSE SIDE FOR SAMPLE AD SIZES*****

AD SUBMISSION GUIDELINES

Thank you for supporting SLEHS Drama by purchasing an ad in the program for our spring musical production of ***BYE BYE BIRDIE***. To ensure that your ad prints clearly and looks just as you expect, we have provided the following guidelines for artwork submission.

If you are providing your own design:

- ✓ The file should be in .jpg or .png format
- ✓ 300 dpi resolution (200 dpi minimum)
- ✓ Sized as indicated on the purchase agreement
- ✓ Color or grayscale (please note, though, that all ads will be converted and printed in grayscale)

Ads that follow the above guidelines will be printed in the program “as is” with no altering or editing. Please note that we cannot guarantee the print quality of file formats other than .png or .jpg or of files that have a resolution below 200 dpi. If you are unsure if your ad meets these criteria, please let us know and we will take a look at it!

If you would like us to assist in designing your ad, please provide any of the following materials (do not staple or fold):

- Business card
- Logo (print or electronic)
- Any special text to include
- Other ads that you have used (print or electronic)

Due to our tight production schedule, we are unable to provide proofs of all ads that we create. Please let your SLEHS contact know if this will be a problem. We can also re-use previous ads, if desired.

Please e-mail all electronic artwork to hsanford@comcast.net by **Thursday, March 3, 2016**.

Questions?

Please contact the SLEHS Drama office at 248-573-8709 and leave a message or via e-mail at hsanford@comcast.net.

South Lyon East High School

BA _____

Department of Theatre

(Please DO NOT STAPLE artwork/info to this form – use paperclips, and DO NOT FOLD artwork/info.)

Business Name _____

Contact Name _____ Phone # _____

Address _____

Ad Size (circle one)	Full Page	Half Page	Quarter Page	Business Card
	\$100	\$50	\$35	\$25

Notes:

Date _____ Salesperson _____

Please return this form with payment and graphic materials to Mrs. Sielaff.
All Ads due by Thursday, March 3, 2016



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