



*South Lyon East High School*  
*Department of Theatre*

52200 West Ten Mile Road – South Lyon, MI 48178  
Theatre Office: 248-573-8709



Mrs. Wendy Sielaff, Director of Theatre

February, 2019

Dear Business Patron:

This spring, the South Lyon East High School Department of Theatre will present *Disney's Newsies*. Set in turn-of-the-century New York City, *Newsies* is the rousing tale of Jack Kelly, a charismatic newsboy and leader of a band of teenaged "newsies." When titans of publishing raise distribution prices at the newsboys' expense, Jack rallies newsies from across the city to strike against the unfair conditions and fight for what's right! Featuring the now classic songs "Carrying the Banner," "Seize the Day," and "Santa Fe," *Newsies* is packed with non-stop thrills and a timeless message, perfect for the whole family and every audience.

Please consider supporting our program and joining us as a sponsor.

Performance dates are April 25, 26, and 27 at 7:00 P.M. and a matinee performance on Sunday, April 28<sup>th</sup>, 2019 at 2:00 P.M. Once again, we are asking local businesses for donations.

A **Business Card ad** in our program  
**Spring Patron - \$25**

A **Half page ad** in our program  
**Spring Patron - \$50**

A **Quarter page ad** in our program  
**Spring Patron - \$35**

A **Full Page ad** in our program  
**Spring Patron - \$100**

A **Full Page ad – Outside Back Cover**  
**Spring Patron - \$250**

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 NO LATER THAN Wednesday, March 20, 2019.** Graphics and ad dimension questions should be e-mailed to [southlyoneastdrama@gmail.com](mailto:southlyoneastdrama@gmail.com). If you have any questions, please call our Theatre Office at (248) 573-8709. Thank you for your support.

Sincerely,

Wendy Sielaff  
Director

# AD SUBMISSION GUIDELINES

**Thank you** for supporting SLEHS Drama by purchasing an ad in the program for our spring musical production of ***Disney's Newsies***. 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 .pdf 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 .pdf 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 [southlyoneastdrama@gmail.com](mailto:southlyoneastdrama@gmail.com) by **Wednesday, March 20, 2019**.

**Questions?** Please contact the SLEHS Drama office at 248-573-8709 and leave a message or via e-mail at [southlyoneastdrama@gmail.com](mailto:southlyoneastdrama@gmail.com)

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**BA** \_\_\_\_\_

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

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone # \_\_\_\_\_

Address \_\_\_\_\_

<b>Ad Size (circle one)</b>	Full Page	Half Page	Quarter Page	Business Card	Back Cover
	\$100	\$50	\$35	\$25	\$250

Notes:

Date \_\_\_\_\_ Salesperson \_\_\_\_\_

Please return this form with payment and graphic materials to Mrs. Sielaff.  
**All Ads due by Wednesday, March 20, 2019.**

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