

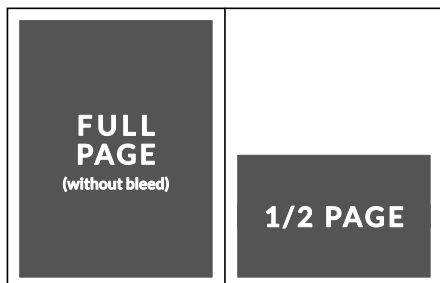


Southern Theatre

A Publication of the
Southeastern Theatre Conference

Why advertise in Southern Theatre Magazine?

- **Reach Your Target Audience:** Each issue of *Southern Theatre* is mailed to over 4,800 theatre professionals, educators, students, theatres, educational institutions and libraries.
- **Create Web Traffic:** *Southern Theatre* is published online via Issuu.com and embedded on the SETC website, where your ad links directly to a website or promotional YouTube video of your choosing.
- **Drive Social Engagement:** The online version of *Southern Theatre* is easy to share through all major social media platforms, giving your ad and the magazine's content an even wider reach.
- **Engage Student Readers:** The Winter Issue features SETC's annual College and University Directory, a 24-page guide that is also published as a standalone piece. The directory serves as a valuable recruiting tool for prospective students and over 300 theatre programs across the nation.



ADVERTISING DIMENSIONS

Page Size	Dimensions (width by height)
Full Page	7.5" x 10" w/o bleed
	8.75" x 11.25" w/ bleed
1/2 Page	7.5" x 4.75"
1/3 Page	2.32" x 9.5"
1/6 Page	2.32" x 4.66"

- All images should have resolution of 300 dpi
- PSD, TIFF and PDF file formats are preferred; JPG are also acceptable
- Please provide files with images in CMYK

CONTRACT AND AD COPY DEADLINES

Please send all contracts and ads to Rachel Blake at rachel@setc.org.

Issue	Reserve By	Ads Due
Winter, Issue 1	September 1, 2016	September 15, 2016
College Directory	September 1, 2016	September 15, 2016
Spring, Issue 2	December 1, 2016	December 15, 2016
Summer, Issue 3	March 1, 2017	March 15, 2017
Fall, Issue 4	June 1, 2017	June 15, 2017

