

SUPPORT THE ARTS AND BOOST YOUR BUSINESS!

Take 4

- Shakespeare Santa Cruz
- UCSC Arts & Lectures
- Santa Cruz County Symphony
- Cabrillo Festival of Contemporary Music

831.247.0865
fax 831.425.0307

PUBLICATION SCHEDULE

Space Reservations

Shakespeare Santa Cruz	June 7, 2004
Cabrillo Festival	June 16, 2004
UCSC Arts & Lectures	July 26, 2004
Santa Cruz County Symphony	August 4, 2004

Ad & Payment Deadlines

Shakespeare Santa Cruz	June 16, 2004
Cabrillo Festival	June 25, 2004
UCSC Arts & Lectures	August 1, 2004
Santa Cruz County Symphony	August 13, 2004

ADVERTISING RATES

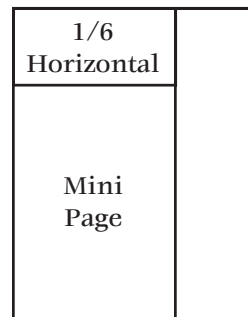
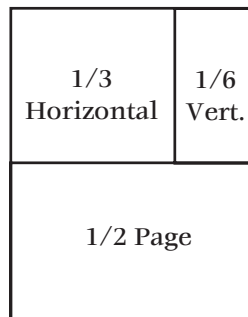
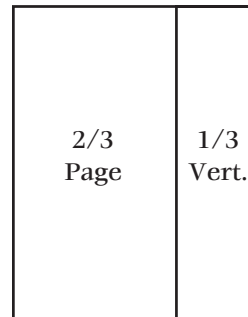
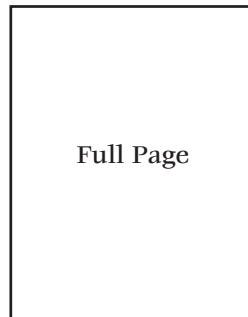
	Single Book Rate	Take 3 Save 15%	Take 4 Save 20%!
Bk. Cover 4C	\$1570	\$4003	\$5024
Ins. Cover	1170	2984	3744
Full page	835	2130	2672
2/3 page	695	1772	2224
Mini page	605	1543	1936
1/2 page	570	1454	1824
1/3 page	460	1173	1472
1/6 page	270	688	864
Bus. Card	215	548	688

AD PRODUCTION

All advertising rates are for space only and require ads in digital form (see specs). For advertisers in need of ad design and production, please consult our Advertising Sales Representatives for graphic designer recommendations.

ADVERTISING SIZES

Full Page	7" x 9 5/8"
2/3 Page	4 5/8" x 9 5/8"
Mini Page	4 5/8" x 7"
1/2 Page	7" x 4 11/16"
1/3 Page Vertical	2 3/16" x 9 5/8"
1/3 Page Horizontal	4 5/8" x 4 11/16"
1/6 Page Vertical	2 3/16" x 4 11/16"
1/6 Page Horizontal	4 5/8" x 2 1/4"



MECHANICAL SPECIFICATIONS

- Art requirements/specifications:
- Program book trim size = 8.5" x 11"
- 133 or 150 line screen
- All ads must be provided in digital form on CD or by e-mail to: *marguer@pacbell.net*.
- Disk or files must be Macintosh compatible.
- Document or advertisement layout must be done in one of the following programs: QuarkXPress 4.0x, Photoshop 5 (or higher), or Illustrator8. If using Illustrator 9 please save back to 8.0.
- All original artwork and resources used to create the document must be provided. Scans should be done at 300dpi. Photoshop files should be saved as .tiff or .eps format in bitmap or grayscale mode. Color ads are all 4 color process and should be saved in CMYK mode (no spot colors). Tiff files should be saved with the LZW compression OFF.
- Photoshop files should be imported into QuarkXPress at 100% size. PDF files are not accepted except for proofing purposes! All fonts used in Quark files must be provided (Printer and Screen fonts). When using Illustrator please CREATE OUTLINES of all fonts. Files sent via email can be compressed together in one folder using ZIP or Stuffit.
- If professional services are required, advertiser will be billed for any costs.
- All ads must have a border, or one will be added at the advertiser's expense. No bleeds accepted except for full page color ads.

TERMS AND POLICIES

- **TOTAL PAYMENT DUE** on date of Ad Deadline for each publication.
- No space cancellation will be accepted after the Space Reservation Deadline.
- Liability of the publisher for errors is limited to the cost of the space occupied by the error.
- Reasonable placement requests will be accommodated whenever possible but cannot be guaranteed.
- Make checks payable to TAKE FOUR.

Take 4

Four of Santa Cruz County's most acclaimed arts organiza-

tions have come together to provide businesses with an effective tool to reach targeted audiences. In July and August Shakespeare Santa Cruz's 4,000 published programs are available for purchase by their 30,000 audience members. Cabrillo Festival of Contemporary Music distributes 4,000 free programs in August to their 10,000 audience members. From the beginning of October to the following June, the Santa Cruz County Symphony provides to their subscribers and 20,000 audience members a total of 1,550 copies that are kept as souvenir programs and used over and over again throughout the year at their many concerts. UCSC Arts & Lectures produces a quarterly arts magazine, "Arts & Ideas" with a distribution of 10,000 from October through May. The magazine is free and given to all performance goers, potential donors, prospective students, friends of UC Santa Cruz and also distributed in local bookstores.

AUDIENCE PROFILE

Take 4's audiences represent 90,000 educated, affluent and professionally influential men (43%) and women (57%), primarily between the ages of 30-62. These arts patrons are discerning individuals who appreciate quality theater and music as well as quality products and services. UCSC Arts & Lectures adds a student population to the profile.

GEOGRAPHICAL EXPOSURE

Reach households throughout the greater Santa Cruz County PLUS capture the attention of affluent art patrons from Monterey County, Santa Clara County, and San Mateo County.

CULTURAL ASSOCIATION

Your advertisement in these program books will help identify you as a quality business in support of these nationally, regionally, and locally acclaimed cultural organizations.

CRITICAL ACCLAIM

Shakespeare Santa Cruz

"It's true Shakespeare repertory, and it's thriving in Santa Cruz... in one of the most appealing summertime retreats imaginable."

—Los Angeles Times

"This festival aims to give Shakespeare a new voice—a voice which is simultaneously authentic and ruthlessly relevant for a modern American audience."

—Drama: British Theatre Quarterly

Cabrillo Festival of Contemporary Music

"...two of the most thoughtful and original summer musical weekends anywhere in America."

—Wall Street Journal

No. 1 choice for festival fun in California!

—Time Magazine

Santa Cruz County Symphony

"Santa Cruz can be justly proud of its symphony."

—Santa Cruz Sentinel

"The Santa Cruz County Symphony consistently makes its community proud."

—SF Classical Voice

UC Santa Cruz Arts & Lectures

"...the fact that UCSC Arts & Lectures brings such brilliant performances to our area is one of the reasons our corner of the world is such a great place to live."

—Good Times

A CULTURAL ARTS
PROGRAM BOOK COLLABORATIVE

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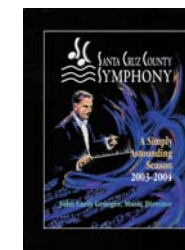
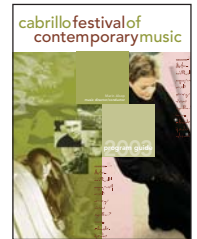


Shakespeare Santa Cruz

July 21 thru
August 29, 2004

Cabrillo Festival of Contemporary Music

August 1 thru
August 15, 2004

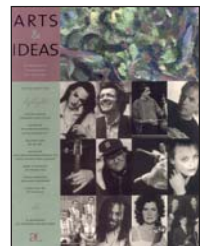


Santa Cruz County Symphony

September 18, 2004
thru May 1, 2005

UCSC Arts & Lectures

October 1, 2004
thru May 15, 2005



2004-2005 Season RATE CARD