

FOUNTAIN SQUARE PLAYERS PROGRAM ADVERTISING INSTRUCTIONS

General Information

The program is given out at all performances for the five productions presented during the season. The season starts with the fall production and ends with the summer musical. Ads are as small as a quarter page for \$100 for the season, up to \$375 for a full inside front or back cover of the program. Once an ad is sold, that same ad will be in the same location in all five programs for the season.

.Ad sales help cover the cost of printing the programs given out to theater patrons attending the shows. Any extra funds help to cover other costs of operating the community theater.

Contact local companies, employers, law firms, banks, etc. that might be interested in placing an advertisement in FSP's next season program. Employers of family members are also good opportunities to sell ads. An ad in the program helps get the company's name out in the community, and also shows that they support the local arts. Ask these potential advertisers to help support their community theater, a totally volunteer non-profit organization that has been providing quality theater in Bowling Green for thirty seasons!

Completing the Agreement/Invoice

Clearly print the information requested on the form. Make sure to obtain the advertiser's contact information. There is a tear-off portion that is given to the advertiser; the person selling the ad keeps the bottom portion and turns that into the FSP Treasurer or board member coordinating ad sales. Make sure to obtain the ad that the advertiser wants to have in the program. It should be camera-ready art work or on a CD/DVD.

Ad sales must be completed in early September so that the advertiser can make payment by September 15. The ads have to be organized and submitted to the printer a few weeks before the first play. As stated on the agreement/invoice, the advertiser will receive four complimentary tickets to the first play of the season if payment is received by September 15.

Advertising Commission

If someone is a current member of FSP, sells an ad that was not in the 2007-2008 FSP program and payment is received, the seller will receive a 7% commission on that sale. The commission is \$7 for a \$100 quarter page ad, \$12.25 for a \$175 half-page ad, and \$21 for a \$300 full page ad. The FSP Treasurer will issue the commission payment after the advertiser sends in payment for the ad.

**FOUNTAIN SQUARE PLAYERS 2007-2008 SEASON ADVERTISERS
(THESE ARE NOT ELIGIBLE FOR SALES COMMISSION)**

**BB&T BANK
BREEN & MORGAN ATTORNEYS
BROADWAY FLORIST**

**CAMBRIDGE MARKET & CAFÉ
CAPITOL ARTS ALLIANCE**

DANCE IMAGES

EDWARD JONES

**FED EX KINKO'S
FRANKLIN BANK & TRUST**

**DIANA GRANESE, MD
GRAVES GILBERT CLINIC
GREENVIEW REGIONAL HOSPITAL**

HINTON CLEANERS

**J. C. KIRBY & SON
JIM JOHNSON AUTOMOTIVE**

KENTUCKY TIRE EXCHANGE

**MARIAHS
MCDONALD'S
MCGOWN TV SALES & SERVICE
THE MEDICAL CENTER**

NEASE LUKENS/HAROLD I. MCGUFFEY

**PAPPAGALLO
PUBLIC THEATER OF KENTUCKY**

RAFFERTY'S/MONTANA GRILLE

SIGNATURE SIGNS

WALTER E. THOMAS & ASSOCIATES