

## Instructions for Selling Playbill Ads

**All playbill ad forms and payments must be turned in to Frank Chuter  
by September 12.**

- Introduce yourself as a member of the KHS Theatre Arts Booster Club.
- Ask the business if they would be interested in purchasing an ad to be printed in the playbills for this year's season.
- Show them a playbill to show the sizes of ads.
- Tell them that their ad will be printed in the playbill for all three of the productions this year.
- Fill out the *Playbill Ad Form* and get the contact person's signature.
- Sign and date the form at the bottom.
- Collect the appropriate payment for the ad size chosen by the business.
- Checks should be made out to **KHS Theatre Arts Booster Club.**
- Attach the ad and payment to the form.
- If the business has a digital image of the ad they wish to use, they can e-mail it to [frank.chuter@humble.k12.tx.us](mailto:frank.chuter@humble.k12.tx.us) Please give them the *email Instructions sheet* and remind them of the September 12 deadline.
- Give them a *Thank You letter* and personally thank them again.
- If the manager or owner is not available at the time of your visit, ask when would be a good time to return and speak with them, and then follow up at that time. If they ask if you can leave some information for them to look over before you return, you can give them the Playbill Ad Form that begins with "*Thank you for considering the purchase....*".

Please e-mail any questions to [khstheatreboosters@gmail.com](mailto:khstheatreboosters@gmail.com)

Thank you for your help!!



Kingwood High School  
Theatre Arts Booster Club

2011-12 PLAYBILL ADS

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

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

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

E-Mail Address \_\_\_\_\_ Fax # \_\_\_\_\_

Contact's Signature \_\_\_\_\_

Ad Size:

Cost:

\_\_\_ 1/3 page (4 1/4 x 2 inches)      \$ 50.00

\_\_\_ 1/2 page (4 1/2 x 3 1/2 inches)      \$ 75.00

\_\_\_ Full page (4 1/2 x 7 inches)      \$ 125.00

\_\_\_ Ad attached

\_\_\_ Ad will be e-mailed

\_\_\_ Please use last year's ad

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Theatre Booster Representative Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please attach ad and payment to this form and return to the KHS Theatre Department by September 12. Checks should be made out to KHS Theatre Arts Booster Club.



## Kingwood High School Theatre Arts Booster Club

### To Send Your Ad Electronically:

Please send ad in a JPEG or PDF file.  
Resolution should be at least 300 DPI.

Please e-mail to Frank Chuter in the KHS Theatre Department:  
[frank.chuter@humble.k12.tx.us](mailto:frank.chuter@humble.k12.tx.us)

**Deadline for all ads is September 12.**

Thank you for your support of KHS Theatre Arts!



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Thank you for your support of KHS Theatre Arts!



## Kingwood High School Theatre Arts Booster Club

Thank you for purchasing a playbill ad for the 2011-2012 Kingwood High School Theatre Season! Your interest and support of the Theatre Arts program is greatly appreciated. Last year, with your support, we were able to provide \$8250 in grants and donate over \$2000 to the KHS Theatre Department. Your contribution will help in our effort to continue to provide scholarships and the financial support that will positively impact the lives of KHS Theatre students.

The KHS Theatre productions for the 2011-2012 Season are:

Alice in Wonderland  
September 22, 23 & 24

The Drowsy Chaperone  
November 3, 4, 5 & 7

Romeo and Juliet  
February 2, 3, 4, & 6

If you are interested in season tickets or would like more information about our upcoming productions, please call the KHS Theatre Box Office at 281-641-7113 or visit our website at [kingwoodtheatre.com](http://kingwoodtheatre.com).

Again, thank you for your support of the Kingwood High School Theatre Department. We hope to see you at the shows!

Sincerely,  
KHS Theatre Arts Booster Club



## Kingwood High School Theatre Arts Booster Club

### 2011/12 PLAYBILL ADS

Thank you for considering the purchase of an advertisement in the KHS Theatre 2011/12 Playbill. Your ad will appear in the playbills for all three of KHS Theatre's major productions throughout the school year. Taking into account the number of shows and the size of our theatre, that means your ad will be viewed by more than 3,000 people! Your support also helps KHS Theatre continue to produce the professional musicals and plays that are enjoyed by the school and entire community.

Sincerely,  
KHS Theatre Arts Booster Club

Ad Size:	Cost:
1/3 page (4 ¼ x 2 inches)	\$ 50.00
1/2 page (4 ½ x 3 ½ inches)	\$ 75.00
Full page (4 ½ x 7 inches)	\$ 125.00

Booster Club Representative Name \_\_\_\_\_

Phone \_\_\_\_\_

Please call me if you have any questions.

I will return on \_\_\_\_\_