



ATENEO CHILDREN'S THEATRE
77th Production of



Ibong Adarna

Jan 30&31, Feb 6&7 2009
Fr. Henry Lee Irwin Theatre



Producer:

Fr. Norberto Maria Luza Bautista, S.J.

Director:

Mrs. Hazelyne M. Elgar

Executive Producer:

Mr. Jose P. Salvador, Jr.

Musical Director:

Mrs. Raissa C. Bayani

Dear Sir / Madam:

Peace!

For its 77th production, the Ateneo Children's Theatre (ACT) will spread its wings to stage one of the best loved epics of our land: *Ibong Adarna*. As our contribution to the 159 anniversary of the Ateneo de Manila, also known as the sesquicentennial celebration, the play will be told like it has never been before- integrating elements of theatre as well as various media and touching on a variety of themes such as nation building, and care for the environment .

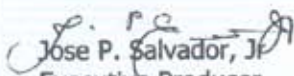
The play dates are set for January 30, 31, February 6, 7 2009

In this connection, we are now accepting advertisements and business sponsors for the Ateneo Playbill 2009. Those of you who participated in a significant way in the past four productions of the ACT know that the Ateneo Children's Theatre production has always enjoyed a full house presentation. Thus, you have our assurance that the Playbill, with its wide circulation, will reach thousands of people who patronize our annual presentations.

We shall highly appreciate your patronage of our Playbill. Your ad will not only help us realize our plan to stage the annual play but will also facilitate the extensive exposure of our youth in the Ateneo Grade School to higher order values for the arts.

We shall await your favorable reply to our letter.

Sincerely,


Jose P. Salvador, Jr.
Executive Producer
Assistant Headmaster for Student Affairs
Ateneo Grade School

The Playbill 2009 Editors
Ateneo Grade School
Loyola Heights, Quezon City

You are hereby authorized to publish the advertisement below in Playbill 2009.
We guarantee payment for this ad in accordance with the terms of your advertising rates and policies.

ADVERTISER / BUSINESS SPONSOR _____

Address: _____

Telephone _____ PRODUCT SERVICE _____

Fax: _____

Email: _____

ADVERTISING SPACE (Please tick off choice)

- Premium Page (P 9,000) (first 40 pages, full page ad)
 Full Page (P 7,000) (7 3/4 x 10 3/4)
 Half Page (P 6,000) (3 7/8 x 10 3/4) (7 3/4 x 5 1/4)
 Quarter Page (P 5,000) (3 7/8 x 5 1/4)
 1/8 Page (P 3,000) (3 7/8 x 2 5/8)
 Business Sponsor (P 1,500) ONE LINE
 Inside Front Cover (P 35,000) (7 3/4 x 10 3/4) Inside
 Back Cover (P 35,000) (7 3/4 x 10 3/4)
 Back Cover (P 40,000) (7 3/4 x 10 3/4)

* All accounts are due in advance unless otherwise arranged with the Playbill Staff.

* All cheques should be payable to ATENEO DE MANILA.

* Please forward payments to the Cashier's office, Ateneo Grade School.

MATERIAL(S) SUBMITTED (Please tick off)

- Layout Text Design
 Logo Illustration Transparency

SOLICITOR'S NAME: _____

GRADE & SECTION _____

IMPORTANT

1. Complete materials should be submitted together with the contract.
2. The official layout must be used.
3. The Offset Process will be used in printing the Playbill.
4. The advertisements appear in Black and White.

Remarks: _____

SIGNATURE: _____

PRINTED NAME: _____

DESIGNATION: _____

BASIC STIPULATIONS

1. Advertiser and advertising agency agree that the Playbill 2009 shall be under no liability whatsoever by reason of any error for which the Playbill 2009 may be responsible beyond the cost of the space actually occupied by the error.
2. The Playbill 2009 will not be responsible for any shrinkage which may occur in size of the advertisement during the process of printing. Advertisements are payable on the basis of space ordered.
3. The Playbill 2009 reserves the right to revise any advertisement for reasons satisfactory to its editors.
4. ProofS are normally furnished upon request but advertisements will be published as scheduled even without proof to advertise unless specifically ordered as "proofs required or do not publish".
5. Position of Ad is not guaranteed unless previously arranged in writing with the Playbill 2009 Editors.
6. Forwarding of an order is an acceptance of all the rates and conditions under which advertising space is sold by Playbill 2009.
- 7 All advertisements will be printed in black and white.
- 8 Ad rates are net of VAT and Agency Commission.

ADVERTISING RATES

Inside Page

Premium Page P9,000

Full Page P7,000

Half Page P 6,000

Quarter Page P 5,000

1/8 Page P3,000

Business Sponsor P1,500

Covers

Back Cover P40,000

Inside Front Cover P35,000

Inside Back Cover P35,000

To be filled up by Cashier's Office:

RMI No.: _____

Date: _____

Cashier: _____

PLAYBILL ADVERTISEMENT LAYOUT FORM

AD NUMBER

PAGE

Advertiser _____

Additional color(s) _____

Material(s) submitted _____

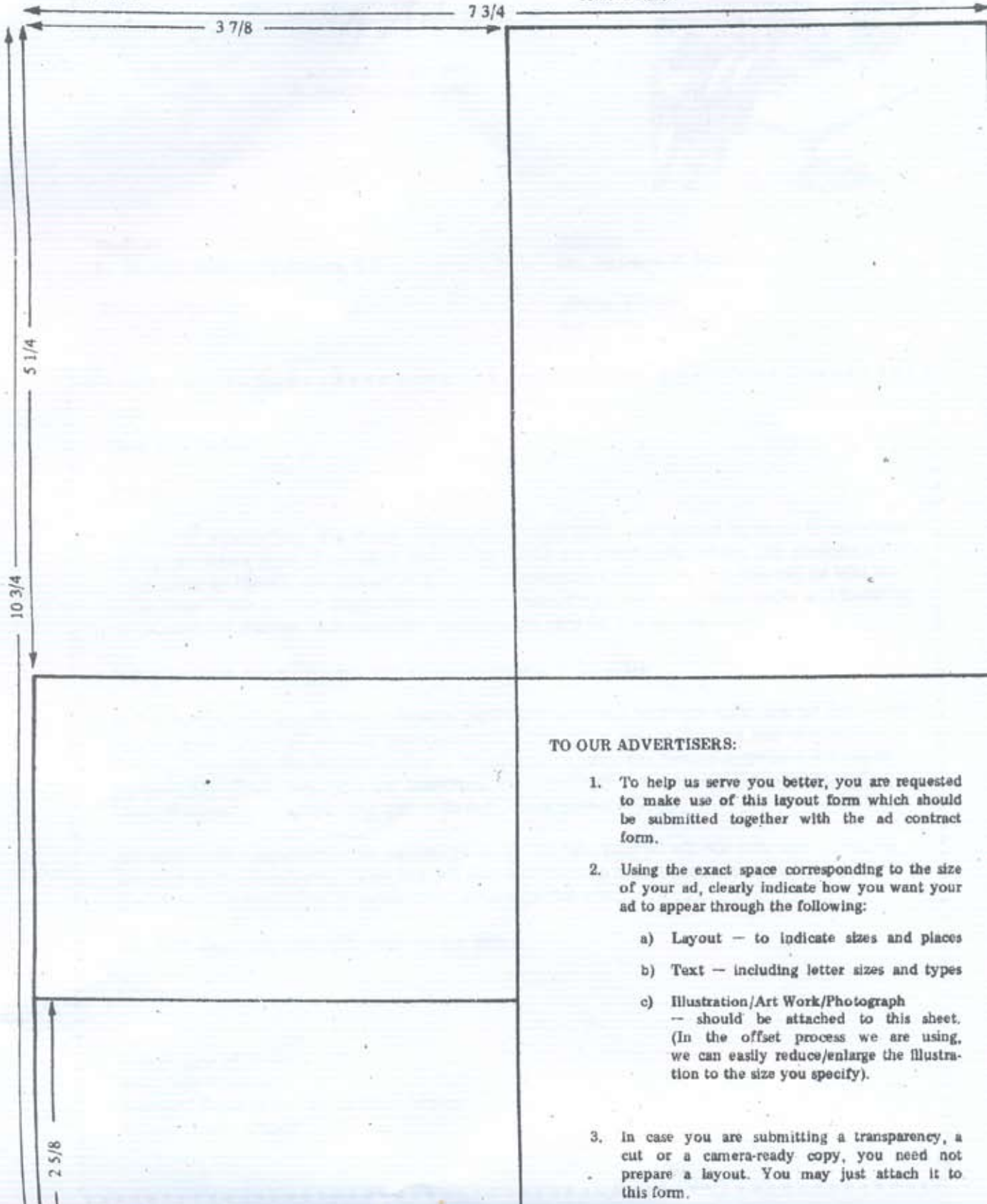
TO: The Playbill Staff
Print our advertisement exactly
as it appears on this layout form.

Signature _____

Printed Name _____

Size of Ad: _____

Received by: _____
Date _____



TO OUR ADVERTISERS:

1. To help us serve you better, you are requested to make use of this layout form which should be submitted together with the ad contract form.
2. Using the exact space corresponding to the size of your ad, clearly indicate how you want your ad to appear through the following:
 - a) Layout -- to indicate sizes and places
 - b) Text -- including letter sizes and types
 - c) Illustration/Art Work/Photograph -- should be attached to this sheet. (In the offset process we are using, we can easily reduce/enlarge the illustration to the size you specify).
3. In case you are submitting a transparency, a cut or a camera-ready copy, you need not prepare a layout. You may just attach it to this form.