



PCABill Ad Form

2024-25 Spring Musical

Yes, we would like to sponsor the PCABill in support of PCArts!

Thank you so much for your interest in placing an ad in the PCA Playbill. Our Spring Playbill advertising options are listed below. There are details about the artwork submissions on the back of this page.

If you'd like more information on advertising opportunities at PCA including our Corporate Partners Program, contact Brian Aulenbach at baulenbach@prestonwoodchristian.org. Thank you again for your consideration. – PCA Fine Arts Team

ADVERTISING OPTIONS

- ☐ **Full Page – \$350**
Full Page (4.75" x 7.75")
- ☐ **Half Page – \$250**
Half Page (4.75" x 3.75")
- ☐ **Quarter Page / Business Card - \$150**
Quarter Page (3 3/4" x 2 5/16")
- ☐ **Page Sponsorship - \$250**
- ☐ **Inside covers (full color) –** Contact Jaiyde Walters-Smith (jwalterssmith@prestonwoodchristian.org) for more information.

PAYMENT

All payments should be made online at plano.prestonwoodchristian.org/pcabill

For questions about payments, please contact Jaiyde Walters-Smith at jwalterssmith@prestonwoodchristian.org

DEADLINES

Monday, March 10, 2025

SHOW DATES

SPRING MUSICAL (April 9-12, 2025)

Artwork and payment are due by deadlines as listed above. No exceptions. If artwork or ad content is not received by the deadline, your payment will be considered a donation to the PCA Fine Arts department.

**Thank you for supporting
PCA Fine Arts!**



Scan the QR Code to place your ad.



Prestonwood Christian Academy

Fine Arts PCABill Ad Guidelines and Specs

Option 1 – Camera Ready Art

Ad Submission Instructions

1. **File Requirements:**
 - Submit your ad in both **PDF** and **JPEG** formats.
 - Ensure files are **high resolution (300 dpi)**.
2. **Ad Sizes:**

Choose one of the following sizes and design your ad to match the exact dimensions:

 - **Full Page:** 4.75" x 7.75"
 - **Half Page:** 4.75" x 3.75"
 - **Quarter Page:** 3.75" x 2.31" **Vertical Business Card:** 2.3125 x 3.75
3. **Final Format:**
 - Ensure the ad is formatted to size and saved as a high-resolution PDF and JPEG (both required).
4. **File Naming:**
 - Name your files using the following format:
FullName_PCA(Location)_ShowTitle_AdNumber
 - **Examples:**
 - JackSmith_PCA(PC)_OurTown_Ad1
 - JackSmith_PCA(NC)_Matilda_Ad1
 - If submitting multiple ads, update the ad number for each file (e.g., Ad1, Ad2, Ad3, etc.).
5. **Packaging Your Submission:**
 - Place all final files into a **.zip folder** named the same as your ad file.
 - If applicable, include a **workable layered file** (Photoshop .psd or Illustrator .ai only).
 - Be sure to include **source images** and **fonts** used in the ad.

Please build the ad at correct size listed below and save as high-resolution PDF.

Option 2 – Choose Your Template

*Advertising fee includes initial design plus one edit. Additional edits will be subject to additional fees.

WORD

Microsoft Word files will be accepted for template ads only.

Ad templates can be viewed in the Ad Templates document online.

Select your template by the letter & number (H1, H2, etc) in the top left-hand corner.

Provide the text you want to include and email any pictures. Be specific in your placement if required.

EMAIL

If you would like, send your text (wording) in the body of an email and specify which template you want and attach pictures (email address listed below).

Black & White Ad sizes (only 1 Full Page, color ad on back of Play Bill)

Please email electronic files and/or ad questions to Micah Johnson (micah@incentivebrands.com)

Regardless of method (camera ready or template), a proof will be sent for final approval.

***Special Note:** When scanning photos and artwork, resolution needs to be no less than 300 dpi at 100% of the size to be placed.