

THE ELLIOT NORTON AWARDS, presented by the Boston Theater Critics Association (BTCA), recognize outstanding achievement in Boston area theater. They have been celebrated annually since 1983 in honor of the Dean of American Theater Critics, Elliot Norton. A drama critic for Boston newspapers and WGBH TV, Mr. Norton supported the dramatic arts until his death in 2003 at the age of 100!

I have been reporting on Boston theater since 1981 and have seen this community grow from a handful of tiny theaters in attics and small resident companies, to an explosion of companies of all sizes. They are on the cutting edge of the global conversation, challenging norms, triggering dialogue, putting fresh eyes on the classics, launching Broadway hits and world premieres. Oscar, Tony and Pulitzer Prizewinners are among us, evidence of the caliber and reach of our work.



Every night on stages all around the city, our theatrical artists are cutting through the noise, keeping it real and relevant during what continues to be a socially and politically supercharged time. They do it with little recognition or recompense. Small and fringe theater troupes often make a fraction of the minimum wage. Ticket prices barely cover half the cost of putting on a show. Coverage of the arts is shrinking, while fake news stories proliferate.

But this community never quits, out of relentless passion and a commitment to expressing the truth of our humanity. For one night each year, The Elliot Norton Awards highlight these theater artists and what they bring to our city. The BTCA will also, once again, award a scholarship that night to help support the next generation of theater artists.

This annual celebration of our theatrical community relies on the generosity of donors to defray expenses, which are kept to a minimum. Even so, the BTCA—a nonprofit organization—sometimes presents The Elliot Norton Awards at a financial loss.

This is why we need you to help support the community that supports you all year long. We hope that you will consider taking an ad out in our *Playbill*, becoming a sponsor, or making a tax-deductible donation to the BTCA.

Please join us in honoring our vibrant community of theater artists at this year's 37th Elliot Norton Awards on May 20, 2019!

Sincerely,

Joyce Kulhawik

ulhawak





2019 ELLIOT NORTON AWARDS PROGRAM

Monday, May 20 • Huntington Avenue Theatre

Advertiser		Contact		
Address				
		Fax		
Email		Website		
AD SIZE (FOUR COLO	OB)	DIMENSIONS	NET PRICE	
Quarter Page		2.25" x 3.75"	\$195	
☐ HALF PAGE		4.625" x 3.75"(horizontal) / 2.25" x 7.75" (vertic	,	
☐ FULL PAGE		4.625" X 7.75" (non-bleed)	\$425	
☐ BACK COVER		4.625" X 7.75" (non-bleed)	\$900	
☐ Inside Cover		4.625" x 7.75" (non-bleed)	\$600	
Cost of Ad Design Fee (if applicable)			sle)	
Payment Method	METHOD			
if full balance is paid up from Credit Card # Card Holder's Name	nt in its entirety.	pes not pay remainder of balance within 30 days of d	Exp.Datecvv	
Billing Address		City	State Zip	
Signature				
contract is signed. Advertisers and adver- there from made against the publisher and ne/she feels is not in keeping with public instructions when such conditions confli	tising agencies assume liab d further agree to indemnify ation standards. All copy so ct with publisher's announce	s "Show of the Month." This Contract is subject to all provisions of the Pa- ility for all content (including text, graphics, and representations) of adver publisher for any damages incurred by publisher resulting from such claims abject to publisher's approval. Publisher will not be bound to any condit and policies. No portion of the publication issue may be reproduced in any for to protect printing materials, but will not be liable for loss or damage	rtisements printed, and also assume liability for any claims arising. The publisher reserves the right to reject any advertising, which ions, printed or otherwise, appearing on order blanks or copyrm without the written permission of the publisher.	
request otherwise it will be inventorie	ed for one year after mos	et recent use. Publisher assumes no liability for omissions or errors in e advertiser and the publisher by reason of this advertising contract.		
scan costs if applicable), is due upon o or dissatisfaction in writing, within s balance due, and publisher assumes n	order. Second half of cost even business days from no liability for omissions	mission close dates. All invoices are due and payable in two segment is due upon written proof and confirmation of advertisement. Custon receipt. If Panorama Custom Publishing does not receive such doctor errors in advertisement. A 2% late charge will be assessed monthly maining balance within 45 days from date of invoice, payment will be	mer agrees to review advertisement and confirm satisfaction umentation within said time frame, customer is liable fo ly on all balances 30 days past due. Customer will receive	
I have read the above informati	on and agree to the t	erms and conditions set forth by Panorama Custom Publ	ishing.	
Signature				
Print Name		TITLE	Title	
Date				
	For further in	nformation, please contact Rita Fucillo at 857-	-366-8131	

Please email or fax this form with ad copy and payment to: Panorama Custom Publishing • Tel: 617.423.3400 • Fax: 617.423.7108 • Email: rita@newventureboston.com

The Elliot Norton book is produced on a Macintosh system utilizing Adobe InDesign CC, Adobe Photoshop CC and Adobe Illustrator CC.

Advertisers must submit ad materials via email (to scott@newventureboston.com) or on disk (CD or DVD) created in one of these programs or with some other compatible software (please check with our Production Office at 617-423-3400 if you have questions about the compatibility of your software). Press-optimized pdf files are preferred. Make sure that all fonts are embedded and all colors and graphic elements are CMYK (4-color process) and high-resolution (300 dpi) prior to creating the pdf. If color accuracy is a priority, also provide a reproductive proof of professional quality.