



**Sandy Kurz, Sales Director**  
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**ADVERTISING AGREEMENT**

Name of Business \_\_\_\_\_ Date \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
 Zip \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_ Website: \_\_\_\_\_

**SHAKESPEARE SANTA CRUZ  
 PROGRAM BOOK RESERVATION**

Ad Size \_\_\_\_\_

**ARTWORK is due by JUNE 18**

Send PDF to: [ADS@SHAKESPEARESANTACRUZ.ORG](mailto:ADS@SHAKESPEARESANTACRUZ.ORG)

Special Instructions: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Single Book Rate \$ \_\_\_\_\_  
 Summer Fests Discount (\$ \_\_\_\_\_)

**TOTAL DUE \$** \_\_\_\_\_

**PRE-PAYMENT is due by JUNE 18**

Make Checks Payable to:  
 UC REGENTS (tax ID# 94-1539563)

Mail to:  
 SHAKESPEARE SANTA CRUZ  
 UCSC Theatre Arts Center  
 1156 High Street,  
 Santa Cruz, CA 95064

**TERMS:** This agreement is subject to the rates, terms and conditions of the current rate card. Total payment is due on date of the Ad Deadline for each publication. \*A late fee of 1.5 % of the total amount due will be charged per month. Charges will apply the day following payment deadline dates. No space cancellation will be accepted after the Space Reservation Deadline. The advertiser agrees to hold Summer Fests and its representatives harmless with regard to the use of any copy, illustration, photographs, or any other materials provided by the advertiser for their ad. Liability of the publisher for errors is limited to the cost of the space occupied by the error. Upon signing this agreement, the advertiser is presumed to have read, understood and agreed to this contract and the terms and conditions set forth within, as well as the terms and conditions set forth in the current rate card.

Advertiser's Signature \_\_\_\_\_ Date \_\_\_\_\_ Salesperson \_\_\_\_\_

**THANK YOU FOR SUPPORTING THE ARTS IN SANTA CRUZ COUNTY!**