

Please ensure that your advertisement is supplied at the exact dimension specified

Page Size (trim) & Format (+ 5mm on all sides for bleed, full page only)	Image Area (type) (mm)
<b>A4</b> 297mm deep x 210mm across	
Full Page	277d x 190w
Half Horizontal	136d x 190w
Half Vertical	277d x 92w
Quarter Horizontal	65d x 190w
Quarter Vertical	136d x 92w
<b>B5</b> 245mm deep x 172mm across	
Full Page	225d x 152w
Half Horizontal	110d x 152w
Half Vertical	225d x 73w
Quarter Horizontal	52d x 152w
Quarter Vertical	110d x 73w
<b>A5</b> 210mm deep x 148mm across	
Full Page	190d x 128w
Half Horizontal	92d x 128w
Half Vertical	190d x 61w
Quarter Horizontal	44d x 128w
Quarter Vertical	92d x 61w
<b>WNO</b> 205mm deep x 125mm across	
Full Page	185d x 105w
Half Horizontal	90d x 105w
<b>205 Square</b> 205mm x 205mm	
Full Page	185d x 185w
Half Horizontal	90d x 185w
Half Vertical	185d x 90w
Quarter (Either way)	90d x 90w

## Advertisement Technical Details

Artwork to be supplied in

**QuarkXpress 4, 5 and 6,  
Illustrator CS,  
Photoshop CS,  
Indesign,  
Hi-res PDFs on disk,  
by ISDN, or by e-mail**

**Discs:**  
CD

**Images:**  
saved as Tiff, EPS

**ISDN:**  
01993 778243

**E-Mail:**  
studio@johngood-ox.co.uk

**Four Colour:**  
all colours to be specified to CMYK  
process separation

**Bleed Pages:**  
(for full page ads only):  
please allow a minimum of 5mm on  
all sides of page size

Full technical specifications will be supplied at  
time of booking

## advertisement dimensions

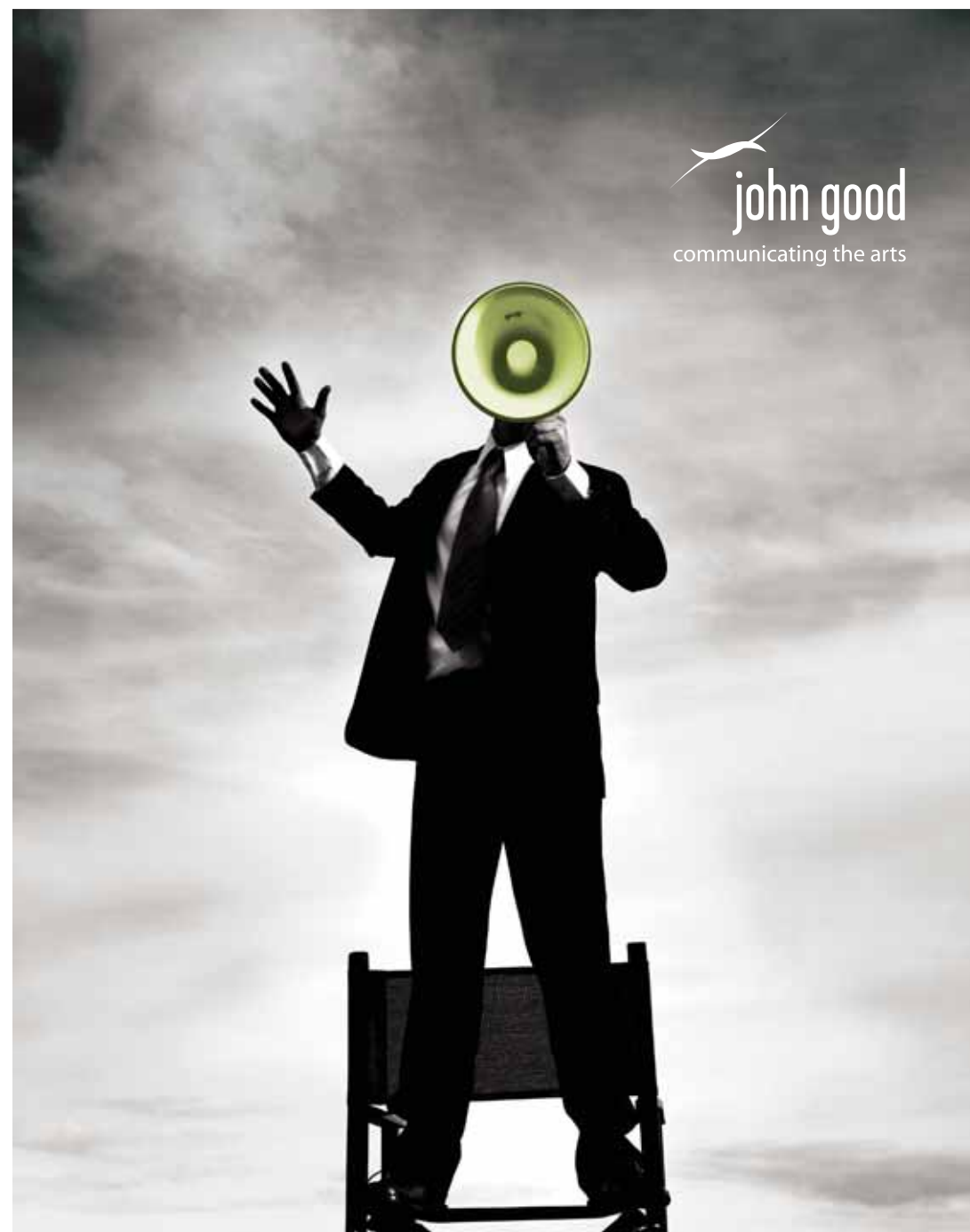


design | editorial | print | web Progress Way, Binley, Coventry, CV3 2NT tel 024 7665 2800 fax 024 7665 2425 isdn 024 7660 8042/8043  
advertising sales | print sales Four Seasons House, 102b Woodstock Road, Witney, Oxon, OX28 1DZ tel 01993 777700 fax 01993 777701 isdn 01993 778243  
cantate Cantate Centre, Culvert Place, London, SW11 5DZ tel 020 7622 3401 fax 020 7498 1497 isdn 020 7627 2632

www.johngood.com

part of the John Good Group

Registered in England no: 2360971



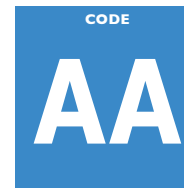
john good  
communicating the arts

theatre and concert programme  
advertising rate card

VENUE	RATE CODE
<b>London West End Theatres</b>	
Apollo Victoria	POA
Barbican	AA
Comedy	AA
Criterion	A
Dominion	AA
Duke of Yorks	AA
Fortune	AA
Lyceum	POA
Menier Chocolate Factory	A
New Ambassadors	AA
Old Vic	AA
Playhouse	AA
Phoenix	AA
Piccadilly	AA
Savoy	AA
Trafalgar Studios	A
Young Vic	A
<b>Regional Theatres</b>	
Aberdeen His Majesty's	AA
Barnstaple Queen's	D
Basingstoke Haymarket	C
Bath Theatre Royal	AA
Belfast Grand Opera House	A
Billingham Forum	D
Birmingham Alexandra	B
Birmingham Hippodrome	AA
Birmingham Rep	B
Blackpool Grand	B
Blackpool Opera House*	A
Bolton Octagon	C
Bournemouth Pavilion*	A
Bradford Alhambra	AA
Brighton Theatre Royal	B
Bristol Hippodrome	AA
Bristol Old Vic	A
Bromley Churchill	A
Buxton Opera House	B
Cambridge Arts	A
Cambridge Corn Exchange*	B
Canterbury Marlowe	A
Cardiff New	A
Cardiff Sherman	D
Cheltenham Everyman	B
Colchester Mercury	C
Coventry Belgrade	B
Coventry College Theatre	D
Crawley Heath	D
Crewe Lyceum	C
Darlington Civic	C
Dartford Orchard	B
Derby Playhouse	B
Derry Millennium Forum	B
Dublin Point	A
Dundee Rep	C
Durham Gala	B
Eastbourne Congress	D
Eastbourne Devonshire Park	D

VENUE	RATE CODE
Edinburgh Festival	A
Edinburgh King's	B
Edinburgh Playhouse	AA
Exeter Northcott	C
Glasgow King's	B
Glasgow Theatre Royal	B
Greenwich	C
Grimsby Auditorium	C
Grove Theatre, Dunstable	C
Guildford Yvonne Arnaud	AA
Hastings White Rock*	C
Hammersmith Lyric	B
Hampstead	B
Hornchurch Queen's	B
Horsham Capitol	C
Hull New	B
Hull Truck	D
Ipswich Wolsey	B
Kilburn Tricycle	D
Lancaster Dukes	C
Leeds Grand	B
Leicester Haymarket	C
Leicester De Montfort Hall	B
Lichfield Garrick*	C
Lincoln Theatre Royal	B
Liverpool Empire	B
Malvern Festival	A
Manchester Library	C
Manchester Opera House	AA
Manchester Palace	AA
Manchester Royal Exchange	AA
Milton Keynes	AA
Mold Theatr Clwyd	C
Newbury Watermill	C
Newcastle Theatre Royal	AA
Northampton Derngate	AA
Northampton Royal Theatre	B
Norwich Theatre Royal	AA
Nottingham Playhouse	B
Nottingham Theatre Royal	AA
Oldham Coliseum	C
Oxford New	A
Oxford Playhouse	A
Perth*	D
Peterborough Key	D
Plymouth Theatre Royal	AA
Poole Lighthouse	C
Preston Charter	D
Preston Guild Hall*	D
Richmond Orange Tree	D
Richmond Theatre	AA
Salford, The Lowry	AA
Salisbury Playhouse	B
Scarborough Stephen Joseph	B
Sheffield Crucible	B
Sheffield Lyceum	AA
Southampton Mayflower	AA
Southampton Nuffield	D

VENUE	RATE CODE
Southend Cliffs Pavilion	D
Stratford RSC	AA
Stratford Courtyard	AA
Stratford Swan	A
Stevenage Gordon Craig	C
Stoke Regent	A
Sunderland Empire	B
Swansea Grand	C
Swindon Wyvern	D
Torquay Princess*	B
Truro Hall for Cornwall*	D
Wakefield Theatre Royal	B
Wales Millennium Centre	AA
Warwick Arts Centre	C
Watford Palace	D
Westcliff Palace, Southend	D
Weston-Super-Mare Playhouse	C
Weymouth Pavilion*	C
Wimbledon New	A
Wimbledon, The Polka	D
Winchester Theatre Royal*	D
Windsor Theatre Royal	AA
Woking New Victoria	AA
Wolverhampton Grand	B
Worthing Connaught	D
Worthing Pavilion	D
Wycombe Swan	B
Yeovil Octagon	C
York Grand Opera House	B
York Theatre Royal	A
<b>Concert Programmes</b>	
Belfast Waterfront Hall	A
Birmingham CBSO	AA
Birmingham Symphony Hall	AA
Bradford St George's Hall	C
Cardiff St David's Hall	C
Cheltenham CBSO	A
ESO	C
Music at Oxford	B
Nottingham Concert Hall	C
Opera & Ballet International	AA
Raymond Gubbay	AA
Reading Hexagon	C
Victor Hochhauser*	AA
Warwick Arts Centre	C
<b>Lyric Companies</b>	
English National Ballet	AA
Welsh National Opera	AA
<b>Magazines</b>	
Amateur Stage	D
Ambassador Theatre Group	B
Jane Austin's Regency World	D
Shakespeare's Birthplace Trust	D
Prompt	C
*Seasonal/Occasional List available on application	
POA = Price on application	



SIZE	3 MONTHS	6 MONTHS	12 MONTHS
Full Page Colour	£2,200	£4,000	£7,600
Full Page Mono	£1,800	£3,200	£5,900
Half Page Colour	£1,300	£2,000	£3,900
Half Page Mono	£950	£1,600	£3,200
Quarter Page Colour	£750	£1,300	£2,500
Quarter Page Mono	£550	£950	£1,800



SIZE	3 MONTHS	6 MONTHS	12 MONTHS
Full Page Colour	£2,000	£3,600	£6,700
Full Page Mono	£1,600	£2,750	£5,200
Half Page Colour	£1,100	£1,900	£3,600
Half Page Mono	£850	£1,500	£2,750
Quarter Page Colour	£650	£1,100	£2,000
Quarter Page Mono	£500	£850	£1,600



SIZE	3 MONTHS	6 MONTHS	12 MONTHS
Full Page Colour	£1,800	£3,300	£6,000
Full Page Mono	£1,300	£2,300	£4,300
Half Page Colour	£950	£1,700	£3,200
Half Page Mono	£750	£1,300	£2,500
Quarter Page Colour	£600	£950	£1,800
Quarter Page Mono	£450	£750	£1,400



SIZE	3 MONTHS	6 MONTHS	12 MONTHS
Full Page Colour	£1,400	£2,550	£4,800
Full Page Mono	£1,100	£1,900	£3,600
Half Page Colour	£850	£1,500	£2,750
Half Page Mono	£650	£1,100	£2,000
Quarter Page Colour	£550	£850	£1,600
Quarter Page Mono	£400	£750	£1,200



SIZE	3 MONTHS	6 MONTHS	12 MONTHS
Full Page Colour	£1,100	£1,900	£3,600
Full Page Mono	£850	£1,500	£2,750
Half Page Colour	£650	£1,200	£2,200
Half Page Mono	£550	£850	£1,600
Quarter Page Colour	£450	£650	£1,200
Quarter Page Mono	£350	£550	£1,000

These rates cover insertion in all programmes we produce for the theatre during the booking period, and take into account that in some cases we do not necessarily supply programmes for all 52 weeks of a year.

**Special Positions**  
 Outside Back Cover **+30%**  
 Inside Front Cover **+20%**  
 Inside Back Cover **+15%**

ALL INFORMATION CORRECT AT TIME OF GOING TO PRESS JULY 2007

## venue rate codes

## rates