

2012 QUEENS THEATRE GALA
OPENING NIGHT!
A CELEBRATION OF THE WORLD PREMIERE OF
HEATWAVE: THE JACK COLE PROJECT

Gala Program

Queens Theatre's 2012 Gala celebrates the opening night of **HEAT WAVE: The Jack Cole Project**, a world premiere musical developed and produced by Queens Theatre. Conceived and directed by Chet Walker (creator of the Tony Award-winning Best Musical *Fosse*), *HEAT WAVE* is an all-singing, all-dancing tribute to legendary choreographer **Jack Cole**, the man behind Marilyn Monroe's "Diamonds Are a Girl's Best Friend," Rita Hayworth's "Put the Blame on Mame" and dozens of other classics from the Golden Age of Hollywood musicals.

The Gala is Queens Theatre's single largest fundraising event of the year. The funds raised at this event help ensure that Queens Theatre can continue to provide world-class theatre and dance, cultural and children's programming for residents of Queens and beyond.

PROGRAM DIMENSIONS:

5.5" wide x 8.5" high

AD SIZES: (please note all ads are B/W)

Full Page

Trim Size: 5" wide x 8" high

Half Page (horizontal):

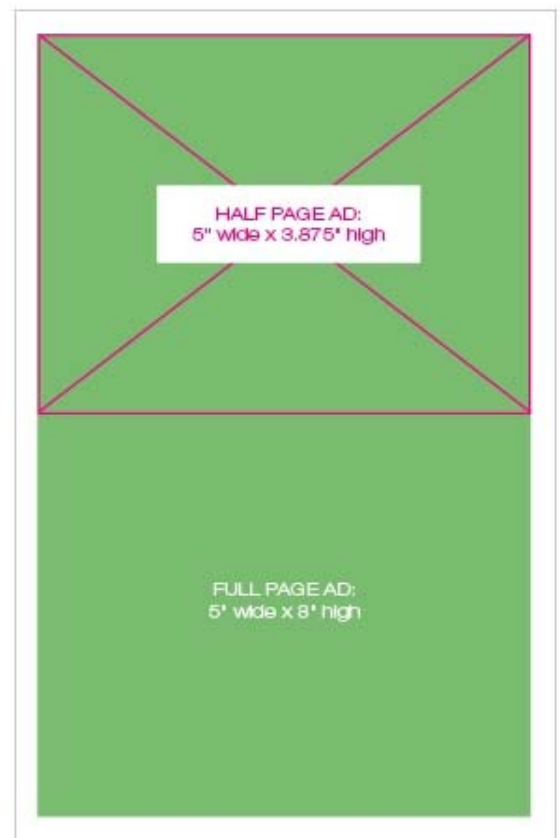
Trim Size: 5" wide x 3.875" high

FILE FORMATS:

- PDF: PDF/X-1A:2001 or Press-Ready: Embed fonts and supporting files (**preferred format**)
- InDesign CS4: Include all fonts and links in job folder
- Illustrator CS4: Convert all fonts to outlines and include all links
- Photoshop CS4: Send original native file with all layers (images must be 300dpi at 100% actual size)

EMAIL FILES TO:

Sydney Pratt at spratt@queenstheatre.org no later than April 30, 2012. Subject line: "GALA AD"
If you have any questions, contact Sydney at 718.760.0686 x105.



DEADLINE: APRIL 30, 2012

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PROGRAM AD ORDER FORM

Salesperson _____

Name: _____

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City: _____ State: _____ Zip: _____

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☐ Full page = \$1,000 ☐ Half page = \$500

☐ A check payable to Queens Theatre is enclosed. ☐ Please charge my credit card (circle one):

American Express

Mastercard

Visa

Discover

Card Number: _____

Exp. Date: _____ CV2/Security code: _____

Signature: _____

FAX this form to 718.760.1972 or MAIL along with your check or money order to:

Queens Theatre
Attn: Gala Program Ads
14 United Nations Avenue South
Flushing Meadows Corona Park
Queens, NY 11368

For more information contact Sydney Pratt at 718.760.0686 x105.