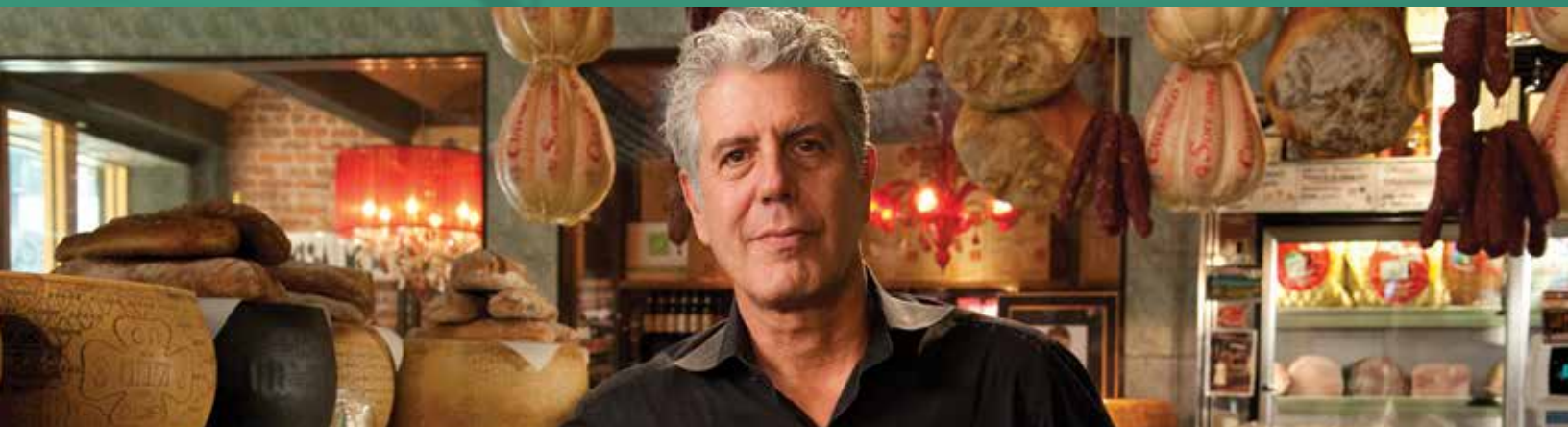


Publications That Perform

The region's best performing media buy!



Society for the Performing Arts | The Grand 1894 Opera House

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Publications That Perform.

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Reach the BEST of the Gulf Coast Region

Combine readers from the top zip codes in Houston with elite weekenders in Galveston for the ULTIMATE advertising value.

Society For The Performing Arts Magazine

Top Season Ticket Holders by Zip Code:

77002, 77224	Theater District/Downtown	77079	Energy Corridor
77005	West University	77008	Heights
77019	River Oaks	77096	Meyerland
77006	Montrose/Midtown	77401	Bellaire
77024	Memorial	77479	Sugar Land
77098	Upper Kirby/Greenway	77025	Braes/South Side Place
77007, 77009	Heights/Eastside	77004	Museum District
77077	Memorial	77056, 77057	Galleria/Tanglewood
77380	The Woodlands	77018	Oak Forest/Garden Oaks

For more information:

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TAKE A LOOK AT OUR RAVE REVIEWS

SOCIETY FOR THE PERFORMING ARTS | THE GRAND 1894 OPERA HOUSE

As a wealth management firm, we are discerning in our selection of marketing vehicles, choosing excellence and quality. These criteria led us to *Society For The Performing Arts Magazine*, where **we have successfully reached our target demographic for more than a decade.**

Cheryl Crabtree, Marketing Manager, Linscomb & Williams

“Publications That Perform” have been the **foundation of our advertising campaign**, and will continue to be... our success is due in large part to the arts patrons who read the magazines. It is always a pleasure to work with the team at New Leaf Publishing.

Arnie Seitel, Strategyst Group

Discerning, well-educated and affluent, the audience for New Leaf’s performing arts publications is also Greenwood King Properties’ audience. **We love supporting beautiful music!**

Cameron Ansari & Teresa Byrne-Dodge, Greenwood King Properties

We have been advertising in New Leaf’s Official Performance Magazines for years and continue to be **very happy with the response.** They are a good fit for us because fine arts is one of the cornerstones of our educational program at Cooper and we consistently seek to support the arts in our community.

Deb Spiess, Marketing/Communications Director, The John Cooper School

Producing the quarterly performance program is one of my most complex tasks – an endeavor made much easier and streamlined by our partner, New Leaf Publishing. NLP epitomizes the best of both worlds: professional, efficient, and incredibly knowledgeable, while also personable, easy to communicate with, and open to collaboration. Their expertise makes the compilation and editing of the programs organized and efficient. In a world where 9-to-5 is a myth and to-do lists are always growing, **it’s refreshing to work with NLP who gets the job done quickly and easily.**

Marcus Powers, Public Relations Manager, Society for the Performing Arts

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IN THE SPOTLIGHT 2016-17

SOCIETY FOR THE PERFORMING ARTS | THE GRAND 1894 OPERA HOUSE



SOPHIA LOREN



SMOKEY ROBINSON



LORETTA LYNN

Vicki Lawrence and Mama – A Two-Woman Show: July 23

The Texas Tenors: Sept. 10

Mark Russell, Politically Incorrect: September 17

Steppin' Out Live with Ben Vereen: September 24

David Parsons: September 21-23

Smokey Robinson: October 7

Lily Tomlin: October 8

Chubby Checker and the Wildcats: October 15

Itzhak Perlman: October 22

David Sedaris: October 22

Underwater Bubble Show: October 28

Irish Tenors Christmas: December 7

Loretta Lynn, Queen of Country Music: December 18

Dr. Neil deGrasse Tyson: January 17

Pilobolus - Shadowland: January 20

An Evening with Sophia Loren: February 4

Stomp: February 10-12

Joey Alexander: February 17

Les Ballets Trockadero: March 24

Alton Brown: April 5

Chicago: April 7-9

Annie The Musical: April 8-9

Aspen Santa Fe Ballet: April 21

The Midtown Men: April 29

Five Browns: May 12

Jessica Lang Dance: May 20

Circus 1903: June 9-11

Neil Gaiman: July 8

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Top Season Ticket Holders by Zip Code:

77550-54	Galveston	77479	Sugar Land
77573/46/39	Coastal Areas	77096	Meyerland
77058/59/62	Clear Lake	77494	Katy
77581/84/86/77	Pearland/Seabrook/Kemah	77005	West U.
77024	Memorial/Piney Point	77008	Heights
77077/79	Energy Corridor	77055	Spring Branch

Reach the best of Houston and Galveston

- Houston's elite weekenders. Movers and shakers
- Majority of readers live within 30 mile radius of Houston
 - Off-Island residents – nearly 80% of audience
 - College educated, upscale, high income

ADVERTISING CONTRACT

Renewal New Account



Date _____

Bill Customer Bill Agency

Company _____

Contact _____

Address _____

City/State/Zip _____

Publication:

SPA Grand 1894 Opera House Other

Phone (____) _____

Fax (____) _____

E-mail _____

Website _____

Advertising Agency _____

Agency _____

Phone (____) _____

Contact _____

Fax (____) _____

Address _____

E-mail _____

City/State/Zip _____

Website _____

Bill Other _____

Notes _____

This contract authorizes New Leaf Publishing to reserve the space indicated in the following schedule at the indicated cost and subject to the terms and conditions stated on this contract.

SOCIETY FOR THE PERFORMING ARTS

Issue	Size	Rate	Deadline
Volume 1, 20_____			
Volume 2, 20_____			
Volume 3, 20_____			
Volume 4, 20_____			

Rates do not include production costs, which will be billed separately.
Rates subject to change with two months advance notice from publisher.

GRAND 1894 OPERA HOUSE

Issue	Size	Rate	Deadline
Volume 1, 20_____			
Volume 2, 20_____			
Volume 3, 20_____			
Volume 4, 20_____			
Volume 5, 20_____			

Contract must be signed by customer to receive frequency discount

I have read and I agree to the terms and conditions stated on this contract.

By virtue of signing this contract, the advertiser/agent hereby agrees to all terms set forth on the advertising rate card, and acknowledge the receipt of the same.

Agreed _____ Date _____
Customer Contact or Authorized Agent (Print name and signature)

By _____ Date _____
New Leaf Publishing Advertising Executive

TERMS AND CONDITIONS

This contract is in all particulars performable in Houston, Harris County, Texas, and shall be interpreted under the laws of the State of Texas without regard to its conflict of law principals. The prices agreed herein are stipulated by both parties to be reasonable in Houston, Texas and submission of magazine copy or any advertisement is prima facie proof of services rendered.

1. No modification of this contract shall be effective for any purpose unless in writing, specifically referencing the term or condition modified and signed by the parties. Single insertion changes may be orally communicated with modification of this contract coming at a later date. This contract embodies the entire understanding and agreement of the parties and supercedes any and all prior agreements or understandings, whether oral or in writing, as to the subject matter hereof.
2. All advertisements are published on the representation that customer and its agency are authorized to publish the entire contents thereof. In consideration of Publisher's acceptance of such advertisements, customer and its agency jointly and severally shall indemnify and hold Publisher, its agents and employees, harmless against expenses and losses by reason of claims arising out of publication of the advertisement, including any claims of copyright or trademark infringement.
3. Publisher shall not be liable for errors in key numbers or for any delay or failure to print, publish, or circulate any part of any issue because of circumstances beyond its control. Publisher can reject or cancel any advertisement for any reason at any time.
4. Any provision of this contract prohibited by law or held invalid in any state shall, as to such provision, be ineffective to the extent such prohibition or invalidity without invalidating the remaining provisions hereof.
5. The customer may cancel this contract 6 months from first insertion provided written notice is received by Publisher prior to the closing date for space reservations. If cancelled, the customer will be liable for the difference between the rate shown in this contract and the actual rate earned. This difference in rate (the short rate) plus a cancellation charge of \$100.00 is due immediately upon receipt of an invoice.
6. All advertising placed by the Publisher pursuant to this contract is deemed to be done with the concurrence of the Customer. Unless the Customer notifies the Publisher in writing within 30 days from the mailing of any invoice for advertising published hereunder, this invoice shall be conclusive as to the correctness of the matters stated therein and shall constitute an account stated.
7. All advertising materials must be received by closing dates specified by the advertising production department. Neither customer nor its agency may cancel orders for advertising after closing date. Cancellations or changes must be in writing, and are not considered accepted until confirmed in writing by the Publisher. Cover advertisements are non-cancelable 60 days prior to closing date.
Advertisers who cancel an insertion after the space reservation deadline will be charged 15% of the contracted space rate as a cancellation fee.
Advertisers who cancel an insertion after the advertising materials deadline will be charged 100% of the contracted space rate as a cancellation fee. Publisher reserves the right to repeat a previous ad in this event.
8. All advertising is invoiced on the day of publication issuance. All invoices are due and payable upon receipt, which shall be deemed to be three (3) days following Publisher's mailing of any such invoice. All invoices are to be paid to the office location designated on the invoice.
Agency commission, as allowed when composite negatives are supplied, is forfeited on all accounts unpaid after 30 days from the date of first invoice.
Publisher, without notice or demand, may cancel the remainder of this contract and bill the undersigned the difference between the rate shown in this contract and the actual rate earned. This difference in the rate (the short rate) is due immediately upon receipt of this invoice. If customer's account is delinquent and placed with an attorney or collection agency, the customer agrees to pay a collection fee, in addition to the short rate, equal to 40% of the unpaid account and/or a reasonable attorney's fee plus cost of suit if instituted. In the event of non-payment, Publisher reserves the right to hold customer and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.
9. Customer is liable for any production costs incurred in the preparation of advertisement.
10. The Publisher will attempt to honor all reasonable requests for position placement but reserves the right to place any advertisement in its discretion, except where premium payment for position has been agreed to herein.
11. Advertiser agrees to pay 1.5% service charge per month on invoices unpaid after 30 days from the invoice date.

Agreed _____

Customer Contact or Authorized Agent (type or print)

_____ Date

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