



2011-2012 Season

Playbill Advertising Commercial Rates*

► Full Season Advertisers Receive the 4th Show Free! ◀

Size	Dimensions (Sizes are approximate)	Fall Show (1 Playbill)	Full Season (4 Playbills)	Additional Benefits w/Full Season Ad
1/8 Page	2.8"w x 1.7"h (hor) 1.3"w x 3.6"h (vert)	\$40.00	\$120.00	
1/4 Page	6.0"w x 1.7"h (hor) 2.8"w x 3.6"h (vert)	\$60.00	\$180.00	
1/2 Page	6"w x 3.65h (hor) 2.8"w x 7.5"h (vert)	\$90.00	\$270.00	
3/4 Page	6.0"w x 5.5"h	\$120.00	\$360.00	
Full Page	6.0"w x 7.5"h	\$150.00	\$450.00	
Inside Covers	6.0"w x 7.5"h	\$180.00	\$540.00	2 comp tickets to all 4 mainstage productions (8 total, \$160.00 value)
Outside Back Cover	6.0"w x 7.5"h	\$210.00	\$630.00	
Center Spread	12.0"w x 7.5"h	\$240.00	\$720.00	4 comp tickets to all 4 mainstage productions (16 total, \$320.00 value)

We Also Offer A Corporate Sponsorship, Which Includes...

- Full Page ad in "best available" location of your choice
- Acknowledgement of your company as a corporate sponsor on the Players web home page, with your logo and a hot link to your site
- Acknowledgement of your company as a corporate sponsor on each playbill's inside title page, with your logo
- Acknowledgement of your company as a corporate sponsor on a lobby placard at all events/performances
- Verbal acknowledgement of your company as a corporate sponsor from our stage during the curtain speech before each performance
- Four comp tickets to each production (16 total, \$320.00 value)
- Available for full season at a cost of \$1,000.00

* Non-profit 501(c)(3) organizations receive a 20% discount from these rates

Your Ad in our Playbill is *Good Business!*

- Your message reaches an audience with above-average disposable income.
- Our plays are well-attended by people from all area counties.
- Your ad in our playbill is not just a “donation” to The Players. It brings both **results *and* goodwill**. We encourage our audiences to patronize the businesses that bring our performances to them.
- Playbills are taken home as souvenirs, and referred to when goods and services are purchased. **We suggest special offers or coupons as a way of turning your ad into a sale.**
- Our ad rates are a good value compared with other media.
- **Full-season advertisers (all 4 playbills) pay for three ads, and get the fourth free!**
- **Full page advertisers** receive two tickets to each production in which their playbill ad appears, and to our member events and parties.
- **All advertisers will receive a free listing in the advertiser directory on our website. You will have 24/7/365 exposure to our site visitors – 33,450 of them in the past year.**

***NEW**

The deadline for Playbill ad orders and camera-ready artwork for our fall play is Friday, October 14th, 2011.

[Click here for rates](#)

[Click here to place an order](#)

Questions? Call or email...

Janice Woolley
(804) 761-1664
family@woolley.com