

# "The hottest theater on the Washington scene"

—*Washingtonian Magazine*

"They city's preeminent destination  
—and one of the major homes on the East  
Coast—for many of the most important  
contemporary playwrights of the day."

—*The Washington Post*

"A powerhouse complex  
of theatres...high quality, ambitious—  
yet-intimate productions."

—*The Washington Post*

"where local audiences will find  
today's edgiest playwrights"

—*Variety*

**THE STUDIO THEATRE**  
1501 Fourteenth Street, NW  
Washington, DC 20005  
Telephone 202.232.7267  
Box Office 202.332.3300  
Fax 202.588.5262

**Our Mission** The Studio Theatre is dedicated to producing the best in contemporary theatre. Our restless, innovative spirit generates an uncommonly rich and diverse body of work, encompassing provocative new writing from around the world, unique special events, and inventive stagings of contemporary classics. Devoted above all to artistic excellence, The Studio Theatre strives to present audiences with extraordinary writing, sophisticated design, and stunning performance.

Photo: Grey Gardens, Jenna Sokolowski, Bobby Smith, and Barbara Walsh



**STUDIO  
THEATRE**

Take advantage of our 3  
effective ways to stretch  
your advertising dollar  
with no cost increase over  
last year's pricing.

## THREE EFFECTIVE WAYS TO STRETCH YOUR ADVERTISING DOLLAR

- 1) WEB** With over 100,000 new hits to studiotheatre.org each year, your promotional content is sure to be seen.
- 2) EMAIL** Get your name out on our email banners, reaching our fan base of 75,000 ticket buyers.
- 3) PRINT** over 80,000 programs are distributed throughout the season.

## THE STUDIO THEATRE AUDIENCE IS:

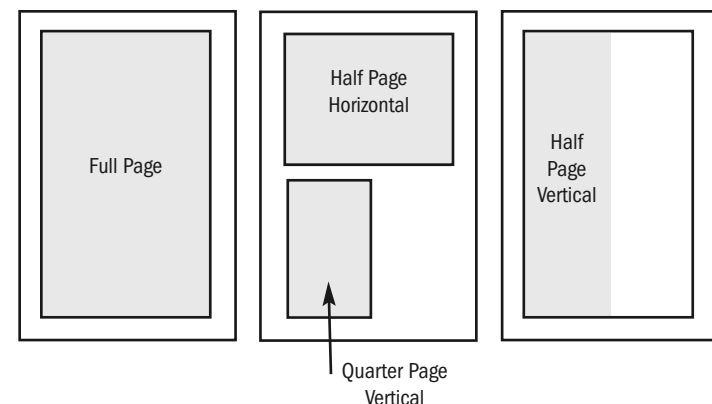
- Affluent, with a mean annual household income of \$120,000
- Connected, with 94% using the internet
- Local, 48% live in the District
- Supportive and interested in what our neighborhood has to offer

**2011-2012 SEASON DEADLINE: 10% OFF IF FULL PAYMENT IS RECEIVED BY AUGUST 15, 2011. PAY NOW AND SAVE!**

### 2011-2012 Ad Deadlines

- The Habit of Art* **August 19**
- The Golden Dragon* **October 14**
- Bust\** **November 11**
- Time Stands Still* **December 16**
- Sucker Punch* **February 10**
- Bachelorette* **May 4**
- The Animals and Children Took to the Streets\** **May 25**

\* Denotes a Studio Theatre Special Event  
Season Advertisers can choose their free ad from one of these two shows.



## THE BENEFITS OF ADVERTISING

**Ad exposure in 3 separate formats: web, email, and print!**

**Free ad with a 5-ad contract**

**Shared exposure to our thousands of followers through Social Media**

**Person-to-person referrals from our box office to ticket buyers!**

**Banner email ads—up to 100,000 views!**

## ALL PACKAGES INCLUDE COMPLIMENTARY TICKETS!

All advertisers that purchase full season packages will receive complimentary tickets to each performance of the season. These tickets make great gifts for exceptional staff, frequent patrons, valued investors, or yourself!

You can schedule your tickets up to 48 hours in advance by calling 202.232.7267 or emailing your request to [advertise@studiotheatre.com](mailto:advertise@studiotheatre.com).

If you prefer to use your complimentary tickets for specific dates, please include a schedule of the dates for each performance.



## TECHNICAL REQUIREMENTS

### PRINT

Mechanical Requirements  
300 dpi JPEG  
or High-Res PDF  
Black and White only  
**Dimensions:**  
Full page, Back cover,  
Inside cover: 4.5" w x 7.5" h  
Half page Vertical: 2.75" w x 7.5" h  
Half page Horizontal: 4.5" w x 3.7" h  
Quarter Page Vertical: 2.2" w x 3.7" h

### EMAIL BANNERS

**Logo:** Due upon contract signing. Will be used for entire season, unless otherwise specified.  
Dimensions: 200px w x 222 px h  
300 dpi, Color  
**Tagline:** 10 words or less of promotional text. You will be contacted for your tagline via email one week before it is scheduled to be used.

### WEB FEATURES

**Photo:** A photo to be featured on the 'Visit' section of studiotheatre.org that showcases your business and will attract customers.  
Dimensions: 350 px w x 222px  
300 dpi, Color  
**Text:** Please provide up to 100 words of promotional copy.

## GOLD PACKAGES

**\$6,000**

### OPTION 1:

- 2 email banners
- 4-week feature in "Meet the Community" on studiotheatre.org
- 8 free tickets to every production
- Social Media Interaction
- Back cover of program for full season

### OPTION 2:

**\$5,200**

- 2 email banners
- 3-week feature in "Meet the Community" on studiotheatre.org
- 6 free tickets to every production
- Social Media Interaction
- Inside cover of program for full season

### OPTION 3:

**\$4,150**

- 2 email banners
- 2-week feature in "Meet the Community" on studiotheatre.org
- 4 free tickets to every production
- Social Media Interaction
- Full page ad in program for full season

## SILVER PACKAGE

**\$2,595**

- 1 email banner
- 1-week feature in "Meet the Community" on studiotheatre.org
- 2 free tickets to every production
- Social Media Interaction
- ½ page ad in program for full season

## BRONZE PACKAGE

**\$1,565**

- 2 free tickets to every production
- Social Media Interaction
- ¼ page ad in program for full season

## SINGLE ADS

Back Cover	\$1,270
Inside Cover	\$1,090
Full Page	\$870
Half Page	\$545
Quarter Page	\$330

**CONTACT: PROGRAM AD SALES**  
202.588.5262 Telephone  
202.232.7267 Fax  
[advertise@studiotheatre.org](mailto:advertise@studiotheatre.org)

Please inquire for further sponsorship options. Larger custom packages available.