

2010–2011 Full Season Advertising Packages & Pricing

Bring Our Audience to Your Business

PACKAGE		SIZE	RATES
PLATINUM PACKAGES	OPTION 1: 250,000 ticket backs 4 email banners 1-month feature in "Meet the Community" on studiotheatre.org 10 free tickets to every production (a \$4,000 value!) Full-page ad in program for full season	5.5" x 8.5"	\$12,000
	OPTION 2: 50,000 ticket envelopes 3 email banners 1-month feature in "Meet the Community" on studiotheatre.org 6 free tickets to every production (a \$2,400 value!) Full-page ad in program for full season	5.5" x 8.5"	\$8,200
GOLD PACKAGES	OPTION 1: 2 email banners 2-week feature in "Meet the Community" on studiotheatre.org 4 free tickets to every production (a \$1,600 value!) Back cover of program for full season	5.5" x 8.5"	\$6,000
	OPTION 2: 2 email banners 2-week feature in "Meet the Community" on studiotheatre.org 4 free tickets to every production (a \$1,600 value!) Inside cover of program for full season	5.5" x 8.5"	\$5,200
	OPTION 3: 2 email banners 2-week feature in "Meet the Community" on studiotheatre.org 4 free tickets to every production (a \$1,600 value!) Full page ad in program for full season	5.5" x 8.5"	\$4,150
SILVER PACKAGE	1 email banner ½-page ad in program for full season	2.75" x 8.5" 5.5" x 4.25"	\$2,595
BRONZE PACKAGE	¼-page ad in program for full season	2.75" x 4.25"	\$1,565
SINGLE AD (One-time Program Insertion Only)	Back Cover		\$1,270
	Inside Cover		\$1,090
	Full Page		\$870
	Half Page		\$545
	Quarter Page		\$330

Contact:

Lauren Reynolds

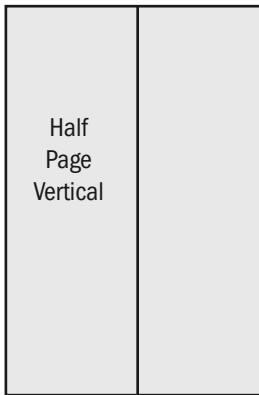
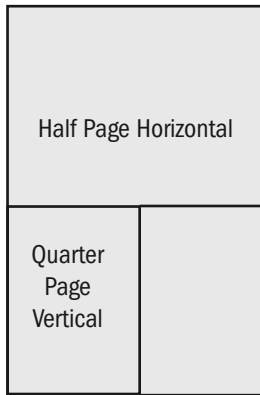
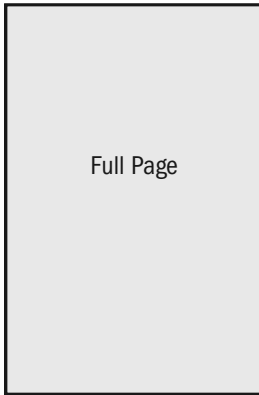
202.232.7267 x.361

Fax 202.588.5262

lreynolds@studiotheatre.org

Advertising Art Guidelines

Program Ads



Size Specifications

Please have your designer submit ads in the following sizes only:
Full page, Back cover, Inside cover: 5.5"w x 8.5"h
Half page Vertical: 2.75"w x 8.5"h
Half page Horizontal: 5.5"w x 4.25"h
Quarter Page Vertical: 2.75"w x 4.25"h

Mechanical Requirements

300 dpi JPEG or High-Res PDF
Black and White only, Full Bleed

Email Banners

Logo

Due upon contract signing.
Will be used for entire season, unless otherwise specified.
Dimensions: 200px w x 75px h
300 dpi, Black & White

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: 350px w x 222px h
300 dpi, Color

Text

Up to 100 words describing your business.

2010–2011 Season Deadlines

Contact:
Lauren Reynolds
202.232.7267 x.361
Fax 202.588.5262
lreynolds@studiotheatre.org

- Circle Mirror Transformation* **August 8**
- Superior Donuts* **October 10**
- Marcus* **December 3**
- Tynan** **December 26**
- The Walworth Farce* **March 6**
- The New Electric Ballroom* **March 13**
- Artistic Director's Choice* **April 25**
- Palomino** **May 15**

*a Studio Theatre special event