



Advertising with the Old Town Playhouse!

As you may know, the cost to present live theatre cannot be covered through ticket prices alone. As we strive to produce high quality entertainment, maintain our facilities and keep our ticket prices at an appropriate level for our community, we must look to additional sources of revenue, including advertising. However, we know that as a business decision maker, you must ensure that your advertising dollars are spent effectively.

Advertising with the Old Town Playhouse offers two clear benefits to you. Most obviously, your ad reaches an audience of approximately 20,000 residents and visitors through season programs handed out at over 80 performances during our September to May season – programs that are often taken home and reread.

More importantly perhaps, your choice to advertise in the OTP season program demonstrates your commitment to our community and the many OTP audience members and volunteers who are patrons and possibly even dedicated employees of your business. This support, in turn, can develop your base of patrons, many of whom are specifically seeking to support community-minded businesses.

Please feel free to contact us to discuss the benefits of being an OTP supporter, ask any additional questions, or place your advertising order. You may call the OTP Business Office at 231-947-2210, ext 4 or you may also place your order by faxing back the enclosed form to us at 231-947-4955.

We look forward to hearing from you and thank you for your support!

Sincerely,

Phil Murphy
Executive Director

Program Advertising 2010-2011 Season



Business Name: _____

Address: _____

Contact: _____

Phone: _____ FAX: _____

E-Mail: _____

Ad Size (wide x high)	Season	Color (full season only)	1 Show only
Full page (4-3/4" x 7-3/4")	<input type="checkbox"/> \$ 1,250	<input type="checkbox"/> \$ 1,575	<input type="checkbox"/> \$ 500
Half page (4-3/4" x 3-7/8")	<input type="checkbox"/> \$ 750	<input type="checkbox"/> \$ 945	<input type="checkbox"/> \$ 300
Quarter page (2-1/4" x 3-7/8" or 4-3/4" x 1-7/8")	<input type="checkbox"/> \$ 500	<input type="checkbox"/> \$ 630	<input type="checkbox"/> \$ 200
Eighth page (2-1/4" x 1-7/8")	<input type="checkbox"/> \$ 275	<input type="checkbox"/> N/A	<input type="checkbox"/> \$ 110

- I have new artwork – I will Email the artwork – advertising@oldtownplayhouse.com
- I have new artwork – I will drop it off or mail it to the Old Town Playhouse
- OTP already has artwork from previous seasons – Please use it

Please bill me as follows:

Payment enclosed _____

Please invoice me in _____ equal portions beginning on _____
(invoices will be sent on the 1st of each month)

Note: All payments must be received by opening night of the sponsored production

Deadlines

- SEASON ADVERTISING – August 20, 2010

Individual Program Deadlines

- Putnam County Spelling Bee – August 20, 2010
- White Christmas – October 15, 2010
- Duck Hunter – December 17, 2010
- Fiddler on the Roof – February 11, 2011
- The Cemetery Club – April 15, 2011

Artwork should be in high resolution (at least 300 dpi) PDF or JPG format. Hard copy may be delivered to Old Town Playhouse or material may be e-mailed to advertising@oldtownplayhouse.com

Please fax or mail to:
Old Town Playhouse
P.O. Box 262, Traverse City, MI 49685
231-947-2210, ext 4 (phone) 231-947-4955 (fax)
advertising@oldtownplayhouse.com

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