

# 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 me at 231-947-2210, ext. 102, email me at [betsy@oldtownplayhouse.com](mailto:betsy@oldtownplayhouse.com) or if you are ready to place your order, fax the enclosed form to us at 231-947-4955.

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

Sincerely,

A handwritten signature in black ink that reads "Betsy Willis". The signature is written in a cursive, flowing style.

Betsy Willis  
Development Director

# MainStage Program Advertising 2011-2012 Season



Business Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

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](mailto: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 1<sup>st</sup> of each month)

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

## Deadlines

- SEASON ADVERTISING – August 19, 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](mailto:advertising@oldtownplayhouse.com)

## Individual Program Deadlines

- Spitfire Grill* – August 19, 2011
- Evita* – October 14, 2011
- On Golden Pond* – December 16, 2011
- Dr. Doolittle* – February 10, 2012
- The Tavern* – April 13, 2012

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](mailto:advertising@oldtownplayhouse.com)

## Ad Sizes (wide x high)

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