



Enriching the Downriver community through performing life's stories

1621 West Road
Trenton, MI 48183
(734) 288-7753
www.openbooktc.com

Advertise with Open Book

Placing an ad in our program gets your information in front of our audience of active and motivated theatre-goers! Your advertising purchase or sponsorship helps support the arts in your community!

Programs are distributed to every member of our audiences for each performance – that's 8 performances per play and a total of 40 for the season.

Ads can be purchased for one show, but a discount is given for purchasing ads for an entire season (buy 4, get 1 free!).

Program pages are 5 ½ x 8 ½ inches with a small border. Choose **black and white** or **color**. High resolution (600 dpi) and scalable format is preferred (.jpg .png .pdf).

2016-2017 Main Season

PETER AND THE STARCATCHER

Sep 16 - Oct 1 2016

RECENT TRAGIC EVENTS

Nov 4-19 2016

ANIMALS OUT OF PAPER

Jan 13 - 28 2017

PICASSO AT THE LAPIN AGILE

Mar 10 - 25 2017

GOOD PEOPLE

May 12 - 27 2017

In addition to placing your advertisement, you may also choose to become a SPONSOR of Open Book by making a tax-deductible donation. Sponsor names are listed in all our programs and on our website for the entire season.

\$5000 or more – Season sponsor. When you donate to sponsor a season your name/logo is featured on the inside front cover of every program with the season listing, and on our webpage (including a link to your webpage). **Season sponsors receive a complimentary full page, full color message in the interior of our program for every show in our season!** Season sponsors will also be thanked by name in the curtain speech before each performance.

\$2500 - \$4999 – Show sponsor. When you donate to sponsor a show your name/logo is featured on the inside title page of our program, on our webpage (including a link to your webpage) and in print advertising (postcards, posters, flyers, etc.) for your sponsored show. Your full page, full color message is featured on the inside back cover (or back cover) of the program for your sponsored show. Show sponsors will also be thanked by name in the curtain speech before each performance.

\$1000-\$2499 – Standing Ovation

\$500-\$999 – Encore

\$250-\$499 – Bravo

\$100-\$250 – Applause

\$25-\$100 – Patron

Advertise with Open Book (pricing, sizing and ad run details)

ADVERTISER/BUSINESS NAME: _____

Address: _____

Website Address: _____

CONTACT PERSON: _____

Relationship to Advertiser/Business: _____

Phone: _____

e-mail: _____

Signature: _____

	DIMENSIONS	ORIENTATION	PRICING FOR BLACK & WHITE	PRICING FOR COLOR	CIRCLE SELECTION(S) FOR "PER SHOW" PURCHASE ONLY
Please CIRCLE all that apply.	Season Sponsor (Full Page color)	portrait	—	Complimentary incl. all 5 shows with sponsorship	<p style="text-align: center;">Please CIRCLE show(s) to be included in your ad purchase.</p> <p>Peter and the Starcatcher</p> <p>Recent Tragic Events</p> <p>Animals Out of Paper</p> <p>Picasso at the Lapin Agile</p> <p>Good People</p>
	Show Sponsor (Full Page color)	portrait	—	Complimentary per show with sponsorship	
	Full Page 4.5" wide x 7.5" high	portrait	\$100 per show \$300 per season	\$200 per show \$800 per season	
	Half Page (Horizontal only) 4.5" wide x 3.75" high	landscape	\$50 per show \$200 per season	\$100 per show \$400 per season	
	Quarter Page Horizontal 4.5" wide x 1.8" high	landscape	\$25 per show \$100 per season	\$50 per show \$200 per season	
	Quarter Page Vertical 2.25" wide x 3.75" high	portrait	\$25 per show \$100 per season	\$50 per show \$200 per season	

Return original order with your check to: Open Book Theatre Company, 1621 West Road, Trenton, MI 48183

MAKE YOUR CHECK PAYABLE TO OPEN BOOK THEATRE COMPANY

AD BUY SUMMARY AND NOTES:

Total Price: \$ _____ Date payment received: _____

Size: _____ B&W or Color: _____ Season or per show: _____

PLEASE EMAIL YOUR AD TO krista@openbooktc.com prior to deadline.

High resolution (600 dpi) in scalable format is preferred (.jpg .png .pdf). Please be sure to embed fonts in pdf versions.

DEADLINE FOR AD/ARTWORK

Peter and the Starcatcher
September 2, 2016

Recent Tragic Events
October 21, 2016

Animals Out of Paper
December 30, 2016

Picasso at the Lapin Agile
February 24, 2017

Good People
April 28, 2017

OPEN BOOK THEATRE COMPANY — ADVERTISING SIZES

PLEASE SUBMIT AD IN HIGH RESOLUTION
SCALABLE JPEG (.jpg) or PING (.png) format.

If you send .pdf format, please
embed all fonts in the file. Thank you.

