



# OPEN BOOK THEATRE

1621 West, Trenton, MI 48183

734 288-7753

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 and helps support the arts in your community!

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

Programs are distributed to each member of the audience for 11 performances per play. Program pages are 5 ½ x 8 ½ inches with a slight border. Choose **black and white** or **color**. High resolution (600 dpi) and scalable format is preferred (.jpg .png .pdf). See the attached page for sizing and pricing.

### Additional advertising opportunities:

**YOUR AD ON OUR TICKETS:** Your ad (2.25" wide x 3.75" high) on all printed tickets for a show. This is a great way to provide an offer, and track how effective this marketing is! \$200 for a season! ONLY 3 AVAILABLE SPOTS.

**FOR RESTAURANTS ONLY - Website link to recommended local restaurants:** Many of our patrons eat out before or after our shows, and are often looking for new places to eat (particularly those from out of town). In addition to advertising in our program we offer this additional way to bring our audience to your tables: your logo, name, address and phone with a link to your website on **our** website: \$50 per show/ \$200 per season (or \$30/120 with a program ad purchase of any size). Link to a printable offer and track how effective this marketing is!

## GO BIG! SPONSOR A SHOW OR OUR SEASON with a tax deductible donation.

**\$2500 - Show sponsor.** When you sponsor a show your name/logo is featured on the title page of our program, in our front window display, on printed tickets, on the webpage (including a link) and in print advertising (postcards, posters, flyers, etc) for your sponsored show. Your full page, full color ad is featured on the back cover of the program for your sponsored show. Show sponsors will also be thanked by name in the curtain speech before each performance. (One sponsor per play. *Life Sucks* is already sponsored)

**\$5000 or more – Season sponsor.** When you sponsor a season your name/logo is featured on the inside cover of every program, in our front window display for the whole season, on printed tickets, and on the webpage (including a link). Season sponsors also receive a full page, full color ad 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.

### 2017-2018 SEASON

*Life Sucks*  
Sept 8 – 30 2017

*Be a Good Little Widow*  
Oct 27 – Nov 18 2017

*Emilie*  
Jan 12-Feb 3, 2018

*Vanya & Sonia & Masha & Spike*  
February 23 – March 17, 2018

*Time Stands Still*  
May 11 – June 2, 2018

# 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 : \_\_\_\_\_

Return this 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**

	DIMENSIONS	ORIENTATION	PRICING FOR BLACK & WHITE	PRICING FOR COLOR
Please CIRCLE all that apply	Season Sponsor (Full Page color)	portrait	—	Complimentary incl. all 5 shows with sponsorship
	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
	Ad on tickets 4.5" wide x 1.8" high	portrait		\$200 per season Only 3 spots available!
	Restaurant website link	—		\$50 per show \$200 per season (\$30/\$120 with purchase of program ad)

**Deadline for ad artwork**

**Life Sucks**  
Friday, August 25, 2017

**Be a Good Little Widow**  
Friday, October 13, 2017

**Emilie**  
Friday, December 29, 2018

**Vanya and Sonia and Masha and Spike**  
Friday, February 9, 2018

**Time Stands Still**  
Friday, April 27, 2018

AD PRICES: Listed ad prices are for print ready ads (High resolution (600 dpi) and scalable format is preferred (.jpg .png .pdf). If you require layout services the charge is an additional \$45 per ad for a very simple layout: you provide the text and the logo.

PLEASE EMAIL YOUR AD TO [krista@openbooktc.com](mailto:krista@openbooktc.com) prior to deadline listed above.

## AD BUY SUMMARY AND NOTES:

Total Price: \$ \_\_\_\_\_ Date payment received: \_\_\_\_\_  
 Size: \_\_\_\_\_ B&W or Color: \_\_\_\_\_ Season or per show: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# 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.

