



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!

Did you know that the typical arts attendee spends \$31.47 per person, per event, beyond the cost of admission*? Many of our audience members go out to eat and drink before or after a show. They're looking to shop locally. Get them into **your** business.

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 15 performances per play, with a potential audience reach of 1200 patrons. 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. Artwork is due 2 weeks before opening night.

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 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. Sponsorship includes 4 tickets to opening night! (One sponsor per play. *Ada and the Engine* 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. Season sponsorship includes 4 tickets to each opening night!

2018-2019 SEASON

Ada and the Engine
September 7 - October 6, 2018

Doubt, a Parable
November 2 - December 1, 2018

Wonder of the World
January 11 - February 9, 2019

**The Curious Incident of the
Dog in the Night-Time**
March 15 - April 13, 2019

Fool For Love
May 17 - June 15, 2019

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 (\$5000)
	Show Sponsor (Full Page color)	portrait	—	Complimentary per show with sponsorship (\$2500)
	Full Page 4.5" wide x 7.5" high	portrait	\$100 per show \$400 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 – 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

Ada and the Engine
Friday, August 24, 2018

Doubt
Friday, October 19, 2018

Wonder of the World
Friday, December 28, 2018

The Curious Incident of the Dog in the Night-Time
Friday, March 1, 2018

Fool For Love
Friday, May 3, 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 openbooktheatrecompany@gmail.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.

