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)

Address						
Website Address						
CONTACT PERSON:						
Relationship to Advertiser/Business:						
Phonee-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	PRICING FOR
			BLACK & WHITE	COLOR
	Season Sponsor	portrait		Complimentary
	(Full Page color)			incl. all 5 shows
				with sponsorship (\$5000)
	Show Sponsor	portrait	_	Complimentary
	(Full Page color)			per show
<u>></u>				with sponsorship (\$2500)
dd	Full Page	portrait	\$100 per show	\$200 per show
a	4.5" wide x 7.5" high		\$400 per season	\$800 per season
ıat	Half Page	landscape	\$50 per show	\$100 per show
÷	(Horizontal only)		\$200 per season	\$400 per season
a	4.5" wide x 3.75" high		•	-
CIRCLE all that apply	Quarter Page	landscape	\$25 per show	\$50 per show
3	Horizontal	-	\$100 per season	\$200 per season
CI	4.5" wide x 1.8" high		•	-
se	Quarter Page	portrait	\$25 per show	\$50 per show
sa:	Vertical	•	\$100 per season	\$200 per season
Please	2.25"wide x 3.75" high		•	-
	Ad on tickets	portrait		\$200 – season
	4.5" wide x 1.8" high			Only 3 spots available!
		_		\$50 per show
	Restaurant website link			\$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 prior to deadline listed above.

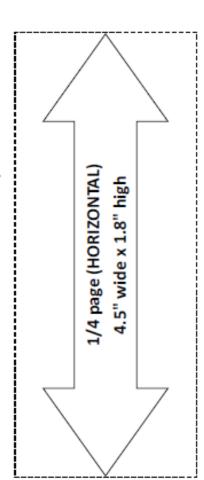
AD BUY	SUMMARY AND	NOTES:	
Total Price: \$_	Date payment i	received:	
Size:	B&W or Color:	Season or per show:	

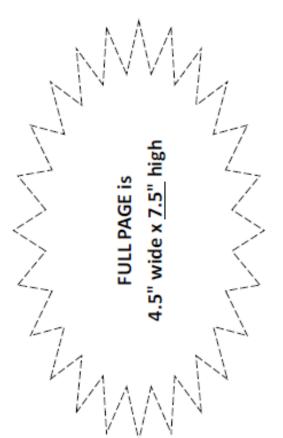
OPEN BOOK THEATRE COMPANY — ADVERTISING SIZES

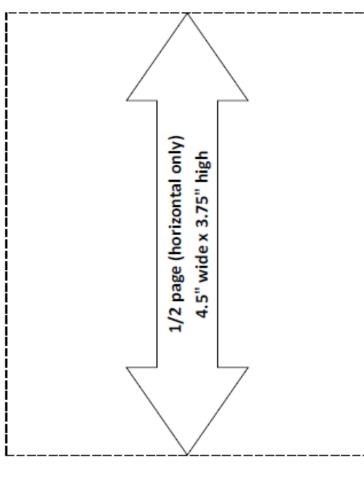
PLEASE SUBMIT AD IN HIGH RESOLUTION SCALABLE JPEG (.jpg) or PING (.png) format.

If you send .pdf format, please

embed all fonts in the file. Thank you.







2.25" wide x 3.75" high

1/4 page (VERTICAL)