



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!).

BONUS: All paid advertisements are also part of the slide rotation on the screens in our lobby, which also feature photos from our previous shows, as well as other theatre information.

Programs are distributed to each member of the audience for a minimum of 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! \$400 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**, as well as **in our marketing emails** (with an email list of over 1400): \$100 per show/ \$400 per season (or \$50/200 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 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)

\$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!

*2015 national audience survey. <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-5/learn/national-findings>

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	\$200 per show \$800 per season	\$300 per show \$1200 per season
	Half Page (Horizontal only) 4.5" wide x 3.75" high	landscape	\$100 per show \$400 per season	\$150 per show \$600 per season
	Quarter Page Horizontal 4.5" wide x 1.8" high	landscape	\$50 per show \$200 per season	\$75 per show \$300 per season
	Quarter Page Vertical 2.25" wide x 3.75" high	portrait	\$50 per show \$200 per season	\$75 per show \$300 per season
	Ad on tickets 4.5" wide x 1.8" high	portrait		\$400 – season Only 3 spots available!
	Restaurant website link	—		\$100 per show \$400 per season (\$50/\$200 with purchase of program ad)

Deadline for ad artwork

This Random World
 Friday, August 27, 2021
Show runs: 9/10– 10/10

The Wickhams
 Friday, November 5, 2021
Show runs: 11/19 - 12/19

Marjorie Prime
 Friday, Jan 7, 2022
Show runs: 1/21 – 2/19

The Lifespan of a Fact
 Friday, March 4, 2022
Show Runs: 3/18 – 4/16

Too Heavy for your Pocket
 Friday, April 29, 2022
Show Runs: 5/13 – 6/11

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.

