

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 13 performances per play, with a potential audience reach of 1000 patrons. 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. 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! \$600 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 2000): \$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!

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

ADVERTISER/BUSINESS NAME:	
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	PRICING FOR
			BLACK & WHITE	COLOR
Please CIRCLE all that apply	Season Sponsor	portrait		Complimentary
	(Full Page color)			incl. all 5 shows
				with sponsorship (\$5000)
	Show Sponsor	portrait		Complimentary
	(Full Page color)			per show
				with sponsorship (\$2500)
	Full Page	portrait	\$300 per show	\$500 per show
	0		\$1200 per season	\$2000 per season
	4.5" wide x 7.5" high			_
누	Half Page	landscape	\$150 per show	\$250 per show
a	(Horizontal only)		\$600 per season	\$1000 per season
CLE	4.5" wide x 3.75" high		_	-
	Quarter Page	landscape	\$75 per show	\$125 per show
= =	Horizontal	-	\$300 per season	\$500 per season
Please (4.5" wide x 1.8" high		•	
	Quarter Page	portrait	\$75 per show	\$125 per show
	Vertical		\$300 per season	\$500 per season
	2.25"wide x 3.75" high		_	-
	Ad on tickets	portrait		\$600 – season
	4.5" wide x 1.8" high	_		Only 3 spots available!
		_		\$100 per show
	Restaurant website link			\$400 per season
				(\$50/\$200 with purchase of program ad)

Deadline for ad artwork

Doll's House pt 2 Friday, August 30

Friday, August 30 **Show runs: 9/6- 9/29**

Breaking Laws

Friday, Oct 25 **Show runs: 11/8 - 12/1**

Bernhardt/Hamlet

Friday, Dec 27 **Show runs: 1/10 - 2/2**

Ripcord

Friday, March 1 **Show Runs: 3/14 - 4/6**

Artemisia

Friday, May 5 **Show Runs: 5/17 – 6/9**

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 \$50 per ad for a very simple layout: you provide the text and the logo.

PLEASE EMAIL YOUR AD TO info@openbooktheatrecompany.net prior to deadline listed above.

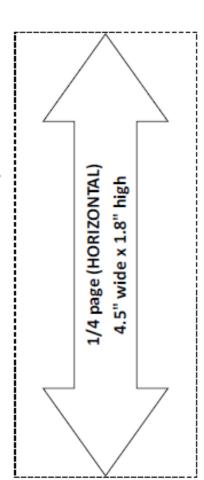
AD BUY SUMMARY AND NOTES:							
Total Price: \$	Date paymen	t received:					
Size:	B&W or Color:						

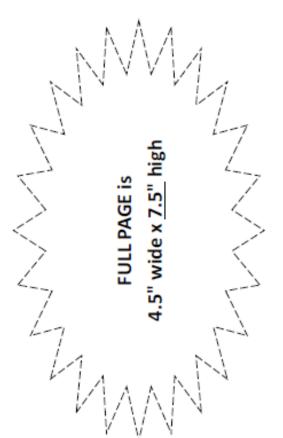
OPEN BOOK THEATRE COMPANY — ADVERTISING SIZES

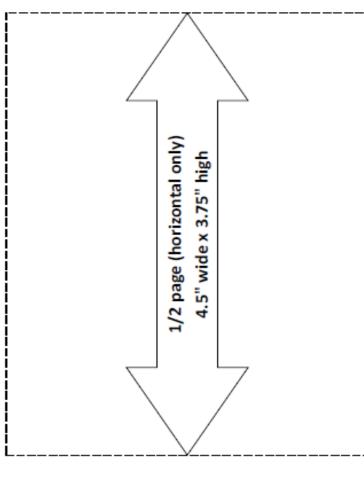
PLEASE SUBMIT AD IN HIGH RESOLUTION SCALABLE JPEG (.jpg) or PING (.png) format.

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)