



**THE
UNDERGROUND**

SATELLITE THEATRE OF THE PLAYHOUSE

2016-17 ADVERTISING

Contact Person/Business

Phone Number

Email

Address

Signature & Date

Return signed contracts:

MAIL: Ashlee Hartwig, The Duluth Playhouse

506 W Michigan St, Duluth, MN 55802

EMAIL: ahartwig@duluthplayhouse.org

Ads may be emailed directly to Ashlee Hartwig at ahartwig@duluthplayhouse.org. Digital ads must be sent in PDF, EPS or TIFF files, either Macintosh or Windows, but EPS files must be accompanied by all fonts they contain. Please convert all other file types to PDF.

AD PRICES

Season Pricing

Price per show

Full Page: \$1875 (\$313/show) \$475

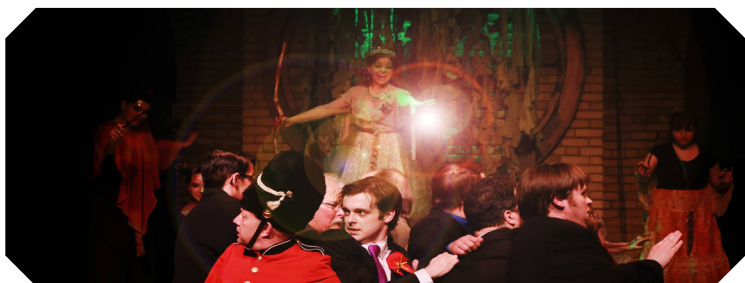
1/2 Page: \$1600 (\$267/show) \$275

1/4 Page: \$1000 (\$167/show) \$200

Added Perks

Advertise with the Playhouse, Underground **AND** Children's Theatre and receive:

- 2 tickets to the Sponsor Night Preview performance for each show of the season
- Logo & Link on Playhouse website
- 2x Social Media Highlights throughout the season



The Underground 2016-17 Season

Dr. Jekyll & Mr. Hyde

Nov. 10-19, 2016 | Ad Deadline: Oct. 14, 2016

Green Day's American Idiot

Feb. 2-18, 2017 | Ad Deadline: Jan. 6, 2017

Gilbert & Sullivan's Ruddigore

March 2-11, 2017 | Ad Deadline: Feb. 3, 2017

Clown Bar

March 30-April 8, 2017 | Ad Deadline: March 3, 2017

The Importance of Being Earnest

May 18-27, 2017 | Ad Deadline: April 14, 2017

Cabaret

August 3-19, 2017 | Ad Deadline: July 7, 2017

Total Performances: 50

Estimated Audience: 15,000

Playbill Ad Sizes

Full Page: 27 x 45 picas (4.5" x 7.5")

1/2 Page Horizontal: 27 x 22 picas (4.5" x 3.8125")

1/2 Page Vertical: 13 x 45 picas (2.625" x 7.5")

1/4 Page Horizontal: 27 x 10.5 picas (4.5" x 1.75")

1/4 Page Vertical: 13 x 22 picas (2.3125" x 3.8125")

