

# ALGONQUIN

ARTS THEATRE

## PLAYBILL ADVERTISING RATE SHEET

### Broadway Series & Orchestra Series

Promote your business while supporting live theatre at one of New Jersey's premier cultural destinations. Algonquin Arts Theatre playbills place your brand directly in the hands of thousands of engaged patrons throughout our Broadway and Orchestra Series performances.

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## PLAYBILL FORMAT & SPECS

- Program Size (Flat): 8.5" x 11" Landscape
- Folded Booklet Playbill
- Interior Pages: Black & White
- Covers: Full Color

### AD DIMENSIONS

AD TYPE	SIZE
Full Page	8.5" W x 5.5" H
Half Page	4.25" W x 5.5" H

*(Covers are full page only.)*

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## ORCHESTRA SERIES ADVERTISING

Includes placement in all three Orchestra Concert playbills.

- 3 Concerts
- 525 Programs per Concert
- **Total Circulation: 1,575**

AD SIZE	RATE (3-Concert Package)
Inside Full Page (B/W)	\$450
Inside Half Page (B/W)	\$275
Inside Back Cover (Color, Full Page)	\$900
Outside Back Cover (Color, Full Page)	\$1,200

*Orchestra ads are sold as a full-series package only.*

# BROADWAY SERIES ADVERTISING

## FULL-RUN PRODUCTIONS (Shows 1, 3, 4, 7, 8)

- Up to 6,000 Playbills Printed per Production

AD SIZE	RATE
Inside Full Page (B/W)	\$900
Inside Half Page (B/W)	\$550
Inside Back Cover (Color)	\$1,800
Outside Back Cover (Color)	\$2,500

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## SHORT-RUN PRODUCTIONS (Shows 2, 5, 6)

- Up to 3,000 Playbills Printed per Production

AD SIZE	RATE
Inside Full Page (B/W)	\$550
Inside Half Page (B/W)	\$325
Inside Back Cover (Color)	\$1,100
Outside Back Cover (Color)	\$1,500

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## BROADWAY SERIES VALUE PACKAGES

PACKAGE	INCLUDES	RATE	SAVINGS
3 Full-Run Shows	Full Page Ads	\$2,400	Save \$300
5 Full-Run Shows	Full Page Ads	\$3,750	Save \$750
All 8 Shows	Full Page Ads	\$5,500	Best Value

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## ARTWORK SPECS

- Format: Print-ready PDF or JPEG preferred
- Resolution: 300 DPI
- Color Mode:
  - Interior: Grayscale
  - Covers: CMYK
- No bleeds required

**Artwork Deadline:** 3 weeks prior to opening.

**QUESTIONS AND AD FILES:** [Shayne@AlgonquinArts.org](mailto:Shayne@AlgonquinArts.org) ● 732-528-3735