



Reno Little Theater 2018-2019 Season Program Advertising Rates

Audience Profile

Reno Little Theater Season Ticket Holders:

Upscale, mature, primarily female, Reno-Tahoe residents & visitors with a passion for the arts and community.

Reno Little Theatre Individual Production Ticket Purchasers:

Frequently members of the local art community, families and first time attendees.

Reno Little Theater is nurturing the development of future generations of live theater enthusiasts with special programs, classes and pricing.

Advertising Rates

AD TYPE						
Black & White	1	2	3	4	5	6
Eighth Page	\$60	\$108	\$162	\$204	\$240	
Quarter Page	\$100	\$190	\$270	\$340	\$400	
Half Page	\$150	\$285	\$405	\$510	\$600	
Full Page	\$200	\$380	\$540	\$680	\$800	
		<u>5</u>	<u>10</u>	<u>15</u>	<u>20</u>	
COLOR (Inside or Back Cover)						
Half Page	\$200	\$380	\$540	\$680	\$800	
Full Page	\$300	\$570	\$810	\$1020	\$1200	

Prices reflect a 5% incremental discount per production. Advertise in all 6 productions for 25% off the individual pricing!

Ad Sizes

Eighth Page = 2.25" x 1.75"

Quarter Page = 2.5" x 3.75"

Half Page = 5" x 4"

Full Page = 5.25" x 8.25"

2017-2018 Season Productions & Dates

Artwork Deadline

Circle all that apply to your order.

<i>Oleanna</i>	Runs 9/7-9/23	Artwork Deadline 8/24
<i>Every Christmas Story...</i>	Runs 11/23-12/16	Artwork Deadline 11/9
<i>Barefoot in the Park</i>	Runs 1/18-2/3*	Artwork Deadline 1/4
<i>Violet Sharp</i>	Runs 3/8-3/24*	Artwork Deadline 2/22
<i>The Foreigner</i>	Runs 5/24-6/16*	Artwork Deadline 5/10
<i>Sense & Sensibility</i>	Runs 7/5-7/28	Artwork Deadline 7/21

**denotes possible extension*

Ad Type: ___ B/W ___ Full Color

Ad Size: _____ Cost: _____

Order Information

Company: _____

Ad Agency: (if applicable) _____

Contact Name: _____

Title: _____

Phone: _____

Email: _____

Mailing Address: _____

Signature: _____

Date: _____

Payment: _____ Cash/Check Enclosed _____ Credit Card

CC# _____

Exp Date+ _____ CCV _____

Please return your completed order form to:

Reno Little Theater
147 E. Pueblo St.
Reno, NV 89502

Please make checks payable to: Reno Little Theater
For credit card payment, please call 775-813-8900.

Payment must be received before programs are printed.

Advertiser is responsible for creation of the ad and all costs incurred in creating the ad. Ads should be submitted as a .jpg or .pdf.

For more information, please contact:

Melissa Taylor (Executive Director), 775-374-4544 or melissa@renolittletheater.org