



# Reno Little Theater 85th Season Program Advertising Rates

## **AUDIENCE PROFILE**

RLT Season Ticket Holders are upscale, mature, Reno/Tahoe residents with a passion for the arts and community. They are primarily professional, educated women ages 55+.

RLT Individual Ticket purchasers are frequently members of the local art community, families and first time attendees. Ages range from 2-98. Audience members are from diverse socio-economic backgrounds. Reno Little Theater aims to engage community members through producing high-quality theatrical productions that inspire, enrich, & entertain.

## **AD RATES**

<b>Black &amp; White</b>	<b>1 show</b>	<b>2 shows</b>	<b>3 shows</b>	<b>4 shows</b>	<b>5 shows</b>	<b>6 shows</b>
Quarter Page	\$100	\$195	\$290	\$385	\$480	\$575
Half Page	\$150	\$290	\$415	\$570	\$715	\$855
Full Page*	\$200	\$390	\$570	\$860	\$950	\$1140
<b>COLOR</b>						
Half Page*	\$200	\$390	\$570	\$860	\$950	\$1140
Full Page*	\$400	\$780	\$1140	\$1720	\$1900	\$2280

*\*The purchase of these ads include 2 complimentary tickets to the production your ad runs in. Tickets are valued at \$25 a piece. Run your ad for a full season and receive a total of 12 complimentary tickets - a total value of \$300.*

## **Ad Sizes**

Quarter Page = 2.5" x 3.75"

Half Page = 5" x 4"

Full Page = 5.25" x 8.25"

## **85th Season Productions & Dates**

<i>Harvey</i>	Runs 10/4 - 10/20	Artwork Deadline: 9/15
<i>The Humans</i>	Runs 11/15 - 12/1	Artwork Deadline: 11/1
<i>Murder on the Orient Express</i>	Runs 1/24 - 2/9	Artwork Deadline: 1/15
<i>The Imaginary Invalid</i>	Runs 3/13 - 3/29	Artwork Deadline: 3/1
<i>The Quality of Life</i>	Runs 6/5 - 6/21	Artwork Deadline: 5/15
<i>The 25th Annual Putnam County Spelling Bee</i>	Runs 7/6- 7/29	Artwork Deadline: 6/15

# ORDER FORM

Company Name:			
Contact Name:			
Contact Phone:		Email:	
Billing Address:			

## CHOOSE YOUR PRODUCTION(S):

- |   |  |
|---|--|
| <input type="checkbox"/> <i>Harvey</i>                | <input type="checkbox"/> <i>Murder on the Orient Express</i>               |
| <input type="checkbox"/> <i>The Humans</i>            | <input type="checkbox"/> <i>The Quality of Life</i>                        |
| <input type="checkbox"/> <i>The Imaginary Invalid</i> | <input type="checkbox"/> <i>The 25th Annual Putnam County Spelling Bee</i> |

## CUSTOMIZE YOUR AD(S):

*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. Need our graphic designer to create an ad for you? It can be done for an additional fee. For more information, please call (775) 813-8900 or email [info@renolittletheater.org](mailto:info@renolittletheater.org).*

Ad Size:  Quarter Page  Half Page  Full Page  
 Ad Style:  B/W  Full Color

TOTAL COST: \_\_\_\_\_

## PAY FOR YOUR AD(S):

*Payment must be received before programs are printed.*

- Cash/Check Enclosed (Please make checks payable to *Reno Little Theater*.)  
 Credit Card

<b>Credit Card #</b>	
<b>Expiration Date</b>	<b>CCV</b>
<b>Billing Address (if different from above)</b>	

Signature: \_\_\_\_\_

Please Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return completed order form to:** Reno Little Theater 147 E. Pueblo Street Reno, NV 89502