

# PROGRAM ADVERTISING

## Mainstage Season

Advertise your business with us! Your ad will be featured in any of our mainstage production programs that are handed out to each guest before every performance, reaching thousands of Northern Nevada patrons.

90th Season & Dates			Publication Details:
Production	Deadline	Run Dates	Trim Size: 5.5 x 8.5" Live image area: 5 x 8"
<b>POTUS*</b>	September 3	September 13 - October 13	<b>Submission Information:</b> File type: .pdf, .jpg, .tif Resolution: 300dpi @ 100% Size: fill size, do not scale
<b>Support Group for Men*</b>	September 10	September 20 - October 20	
<b>Ken Ludwig's The Three Musketeers</b>	November 5	November 15 - December 15	<b>Questions?</b> Jessica Johnson, Development Officer jessica@renolittletheater.org
<b>Dial M for Murder</b>	January 7	January 17 - February 9	
<b>Perfect Arrangement</b>	April 1	April 11 - May 4	
<b>Xanadu</b>	July 1	July 11 - August 10	

\*POTUS and Support Group for Men are shows running in repertory, and therefore have a run half as long as the other Mainstage Productions. Therefore, ad purchases that include POTUS and Support Group for Men will be honored at half price.

### Ad Specifications

	Dimensions	1 Show	2 Shows	3 Shows	4 Shows	5 Shows*	6 Shows*
<b>Black &amp; White</b>							
Quarter Page	2.5 x 3.75"	\$100	\$195	\$285	\$370	\$405	\$438
Half Page	5 x 4"	\$150	\$290	\$420	\$540	\$585	\$625
Full Page*	5.25 x 8.25"	\$200	\$390	\$570	\$750	\$828	\$900
<b>Color</b>							
Half Page**	5 x 4"	\$200	\$390	\$570	\$750	\$828	\$900
Full Page**	5.25 x 8.25"	\$400	\$780	\$1,140	\$1,480	\$1,620	\$1,750

\*POTUS and Support Group for Men are shows running in repertory, and therefore have a run half as long as the other Mainstage Productions. Therefore, 5 and 6 show package rates have been adjusted at half price to reflect these smaller runs.

\*\*The purchase of these ads include (2) complimentary tickets to the production your ad runs in. Tickets are valued at \$28 a piece. Run your ad for a full season and receive a total of 12 complimentary tickets - a total value of \$336



# PROGRAM ADVERTISING

## Broadway Our Way Youth Season

If you want your brand messaging to reach a youth and family demographic, then *Broadway Our Way* is the choice for you! Alongside our mainstage shows, our education program produces a 12-week intensive program for student actors aged 5-18 that culminates in a full-scale production of a play or musical.



BOW Season & Dates		
Production	Deadline	Run Dates
Fall BOW Musical - We Are Monsters	October 15	October 25 - 26
BOW Holiday Revue	November 25	December 7 - 15
Winter BOW Play - The Enchanted Bookshop	February 25	March 7 - 16
Spring BOW Musical - TBD	May 13	May 23 - June 1

### Publication Details:

Trim Size: 5.5 x 8.5"  
Live image area: 5 x 8"

### Submission Information:

File type: .pdf, .jpg, .tif  
Resolution: 300dpi @ 100%  
Size: fill size, do not scale

### Questions?

Jessica Johnson, Development Officer  
jessica@renolittletheater.org

Dimensions	1 Show	2 Shows	3 Shows	4 Shows
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### Black & White

Quarter Page	2.5 x 3.75"	\$50	\$95	\$140	\$170
Half Page	5 x 4"	\$75	\$145	\$210	\$270
Full Page*	5.25 x 8.25"	\$100	\$195	\$285	\$370

### Color

Half Page*	5 x 4"	\$100	\$195	\$285	\$370
Full Page*	5.25 x 8.25"	\$200	\$390	\$570	\$740

\*The purchase of these ads include (2) complimentary tickets to the production your ad runs in. Tickets are valued at \$15 a piece. Run your ad for a full season and receive a total of 6 complimentary tickets - a total value of \$90

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**FULL PAGE**  
**5.25 x 8.25"**

**QUARTER PAGE**  
**2.5 x 3.75"**

**HALF PAGE**  
**5 x 4"**

# Advertisement Order Form

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

## CHOOSE YOUR PRODUCTION(S):

### MAINSTAGE:

- POTUS\*
- Support Group for Men\*
- Ken Ludwig's The Three Musketeers
- Dial M for Murder
- Perfect Arrangement
- Xanadu

### BROADWAY OUR WAY YOUTH PRODUCTIONS:

- Fall BOW Musical
- BOW Holiday Musical Revue
- BOW Winter Play
- BOW Spring Musical

*\*Running in repertory- offered at a reduced rate*

## 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

Credit Card #	
Expiration Date	CCV
Billing Address (if different from above)	

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

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