

**TRIAD
STAGE**

Playbill Advertising Contract

2017-2018 SEASON | DOWNTOWN GREENSBORO | DOWNTOWN WINSTON-SALEMQUESTIONS? Call 336.274.0067
Tiffany Albright, Marketing Manager ext. 203

CHECK ONE:

 8-PLAY PLAYBILL PACKAGE
(4 SHOWS AT THE PYRLE THEATER IN GREENSBORO AND 4 SHOWS AT THE HANESBRANDS THEATRE IN WINSTON-SALEM) **SINGLE PLAY:** _____**NAME OF ADVERTISER:** _____
(AS YOU WOULD LIKE IT LISTED IN THE PLAYBILL ADVERTISERS INDEX)**CONTACT PERSON & TITLE:** _____**ADDRESS:** _____**CITY:** _____ **STATE:** _____ **ZIP CODE:** _____**EMAIL:** _____ **TELEPHONE:** _____

CHECK CHOICE	AD SIZE	DIMENSIONS (WIDTH X HEIGHT IN INCHES)	SINGLE PLAY	8-PLAY	8-PLAY NONPROFIT
	2-Page Center Spread	11" x 8.5"	N/A	\$4,250	\$3,400
	Outside Back Cover	4.5" x 7.5"	N/A	\$3,750	\$3,000
	Inside Front or Back Cover	4.5" x 7.5"	N/A	\$3,250	\$2,600
	Full Page	4.5" x 7.5"	\$900	\$2,700	\$2,160
	Half Page (horizontal)	4.5" x 3.75"	\$560	\$1,680	\$1,344
	Half Page (vertical)	2.1875" x 7.5"	\$560	\$1,680	\$1,344
	Quarter Page (horizontal)	4.5" x 1.875"	\$400	\$1,200	\$960
	Quarter Page (vertical)	2.1875" x 3.75"	\$400	\$1,200	\$960
	Eighth Page	2.1875" x 1.875"	\$250	\$750	\$600

ADVERTISER SIGNATURE _____

DATE _____

ACCEPTED BY TRIAD STAGE _____

DATE _____

Please make checks payable to "Triad Stage." Mail signed contract and \$100 deposit to:

Triad Stage - Playbill Ad Sales
232 South Elm Street
Greensboro, NC 27401

Triad Stage Corporate Supporters receive complimentary playbill ads, according to their level of support, plus an 20% discount on upgrades.

WANT MORE INFO? Call us at 336.274.0067 ext. 203.

You will be invoiced for the balance.
Late payments subject to 1.5% monthly finance charge.

rev. 6/9/17



Playbill Advertising Due Dates + Dimensions

2017-2018 SEASON

Please submit a press-ready PDF or JPEG with a resolution of at least 300 dpi by your advertising due date.

You may email your ad to: Tiffany Albright, Marketing Manager | tiffany@triadstage.org

GREENSBORO PRODUCTIONS	RUN DATES	ADVERTISING DUE DATES
South Pacific	September 17 - October 8, 2017	August 21, 2017
Beautiful Star: An Appalachian Nativity	December 5 - 24, 2017	November 13, 2017
A Raisin in the Sun	January 28 - February 18, 2018	January 2, 2018
The Passion of Teresa Rae King	April 29 - May 20, 2018	April 2, 2018

WINSTON-SALEM PRODUCTIONS	RUN DATES	ADVERTISING DUE DATES
Buyer & Cellar	October 11 - 22, 2017	September 11, 2017
A Christmas Carol	November 24 - December 24, 2017	October 30, 2017
Our Town	February 14 - 25, 2018	January 17, 2018
And So We Walked	April 4 - 15, 2018	March 7, 2018

AD SIZE	DIMENSIONS (WIDTH X HEIGHT IN INCHES)
2-Page Center Spread	11" x 8.5" (WITH OPTIONAL 0.25" BLEED)
Outside Back Cover	4.5" x 7.5" (WITH OPTIONAL 0.25" BLEED)
Inside Back Cover	4.5" x 7.5" (WITH OPTIONAL 0.25" BLEED)
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FOR BEST RESULTS, FOLLOW THESE FORMATTING GUIDELINES:

FILE TYPE
PDF or JPEG

MINIMUM RESOLUTION
300 dpi

COLOR MODE
CMYK (not RGB)

PLEASE NOTE:

WE ARE UNABLE TO CREATE OR CHANGE AD ART OR COPY

ADS ARE PRINTED IN FULL COLOR

6 GOOD REASONS TO BECOME A SEASON ADVERTISER WITH TRIAD STAGE

- **8 PRODUCTIONS * 2 CITIES * 1 TRIAD STAGE**

Triad Stage is now celebrating its 17th season — with 8 productions in two cities scheduled for the 2017-2018 Season (September 2017 through May 2018). Four productions will be at The Pryle Theater in downtown Greensboro. Four will be at Hanesbrands Theatre in the Milton Rhodes Arts Center in downtown Winston-Salem. Advertising packages allow you to target almost 60,000 theatergoers in both Triad markets, with a high degree of audience crossover between the two cities.

- **A CAUSE FOR APPLAUSE**

Advertising with Triad Stage partners you with a cultural organization applauded for its quality. Accolades include: “One of the Top 10 Most Promising Theatres” — American Theatre Wing; “Professional Theatre of the Year” — North Carolina Theatre Conference; “One of the Best Regional Theaters in America” — Drama League of New York.

- **AN AFFLUENT, EDUCATED AUDIENCE**

As a savvy, civic-minded business that advertises with Triad Stage, you can reach a target market of 3,000 Season Passholders and over 40,000 audience members in Greensboro and close to 20,000 theatergoers in Winston-Salem. As Triad Stage holds over 200 performances each season, your ad will gain more exposure than any other Triad area arts organization can offer.

- **NEW SHOW. NEW AD**

When you advertise with Triad Stage, you have the opportunity to update your ad for each new playbill throughout the season. Unlike programs from other arts organizations, you won't be forced to run the same ad all season long. This unique benefit gives you the flexibility to update information, highlight seasonal offerings, and promote new products and services. As your business grows and changes, so can your ad.

- **IN PRINT AND ON THE WEB**

Not only will your ad be seen by tens of thousands of Triad area theatergoers in our printed playbills — each playbill is also published online where anyone can see it. The online version will contain a link directing readers to your company website.

- **THE COMMUNITY CONNECTION**

Surveys confirm that arts patrons generally — and theatergoers specifically — prefer to spend with businesses that show support for cultural organizations they patronize. Triad Stage's upscale audience members are also connected to their community. Connect with them through your demonstrated support of Triad Stage.



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To Learn More About Advertising with Triad Stage, Please Contact:

TIFFANY ALBRIGHT
Marketing Manager
tiffany@triadstage.org
336.274.0067 ext. 203

232 South Elm Street, Downtown Greensboro
www.triadstage.org