



Sacramento Theatre Company
 1419 H Street
 Sacramento, CA 95814
 www.sactheatre.org
 916.446.7501 x 106

2010-2011 PLAYBILL ADVERTISING

MAIN STAGE PRODUCTIONS:

QUANTITY PRINTED: 5000-6000

PRODUCTION	AD DEADLINE	SHOW DATES
THE IMPORTANCE OF BEING EARNEST	September 6	OCTOBER 6-31, 2010
BRIGHTON BEACH MEMOIRS	February 2	MARCH 2-27, 2011
SHERLOCK HOLMES: THE FINAL ADVENTURE	March 27	APRIL 27- MAY 22, 2011

AD SIZE	PER SHOW RATE	3-SHOW RATE (15% DISCOUNT)
BACK COVER	\$1,200	\$3,060
INSIDE FRONT COVER	\$1,000	\$2,550
INSIDE BACK COVER	\$1,000	\$2,550
FULL PAGE (4.5" x 7.5")	\$ 900	\$2,295
HALF PAGE (4.5" x 3.75")	\$ 500	\$1,275
QUARTER PAGE (4.5" x 1.875") H	\$ 375	\$ 956

HOLIDAY SHOW:

QUANTITY PRINTED: 8000-9500

PRODUCTION	AD DEADLINE	SHOW DATES
A CHRISTMAS CAROL	November 1	DECEMBER 1-26, 2010

AD SIZE	SHOW RATE	MULTIPLE ADS (10% DISCOUNT)*
BACK COVER	\$1,500	\$1,350
INSIDE FRONT COVER	\$1,200	\$1,080
INSIDE BACK COVER	\$1,200	\$1,080
FULL PAGE (4.5" x 7.5")	\$1,000	\$ 900
HALF PAGE (4.5" x 3.75")	\$ 600	\$ 540
QUARTER PAGE (4.5" x 1.875") H	\$ 475	\$ 428

*Advertising in 2-shows minimum contract \$500

POLLOCK STAGE PRODUCTIONS:

QUANTITY PRINTED: 2500-3500

PRODUCTION	AD DEADLINE	SHOW DATES
TALLEY'S FOLLY	October 10	NOVEMBER 10- DECEMBER 19, 2010
MUSICAL OF MUSICALS: THE MUSICAL	December 12	JANUARY 12- FEBRUARY 20, 2011
THE BELLE OF AMHERST	February 28	MARCH 30-MAY 8, 2011

AD SIZE	PER SHOW RATE	3-SHOW RATE (10% DISCOUNT)
BACK COVER	\$ 900	\$2,430
INSIDE FRONT COVER	\$ 800	\$2,160
INSIDE BACK COVER	\$ 800	\$2,160
FULL PAGE (4.5" x 7.5")	\$ 700	\$1,890
HALF PAGE (4.5" x 3.75")	\$ 400	\$1,080
QUARTER PAGE (4.5" x 1.875") H	\$ 275	\$ 743