



SACRAMENTO THEATRE COMPANY

PLAYBILL ADVERTISING

Get your message out through direct contact with over 30,000 potential customers via STC's Playbill advertising opportunities. Your advertising dollars spent on Main Series Playbill advertising will gain you exposure to our high-income subscribers and audiences at very affordable rates, while also helping us continue our ability to offer world-class, professional theatre to the Sacramento Region.

MAIN SERIES RATES

MAIN STAGE

APPROXIMATE DISTRIBUTION/PRODUCTION: 4,000

PRODUCTION	DEADLINE	SHOW DATES
TO KILL A MOCKINGBIRD	SEP 14	SEP 28 - OCT 30, 2016
THE TEMPEST	FEB 8	FEB 22 – MAR 19, 2017
THE DONNER PARTY	APR 5	APR 19 – MAY 14, 2017

AD SIZE	PER SHOW RATE	3-SHOW DISCOUNT RATE
BACK COVER (4.5"W x 7.5"H)	\$1,000	\$2,700
INSIDE FRONT/BACK COVER (4.5"W x 7.5"H)	\$ 800	\$2,100
INTERIOR FULL PAGE (4.5"W x 7.5"H)	\$ 750	\$1,950
INTERIOR HALF PAGE (4.5"W x 3.75"H)	\$ 500	\$1,200
INTERIOR QUARTER PAGE (4.5"W x 1.875"H)	\$ 375	\$ 825

POLLOCK STAGE

APPROXIMATE DISTRIBUTION/PRODUCTION: 2,500

PRODUCTION	DEADLINE	SHOW DATES
I OUGHT TO BE IN PICTURES	OCT 19	NOV 2 – DEC 11, 2016
I LOVE YOU, YOU'RE PERFECT, NOW CHANGE	DEC 16	JAN 4 – FEB 12, 2017
THE GLASS MENAGERIE	MAR 8	MAR 22 – APR 30, 2017

AD SIZE	PER SHOW RATE	3-SHOW DISCOUNT RATE
BACK COVER (4.5"W x 7.5"H)	\$800	\$2,000
INSIDE FRONT/BACK COVER (4.5"W x 7.5"H)	\$750	\$1,850
INTERIOR FULL PAGE (4.5"W x 7.5"H)	\$450	\$1,000
INTERIOR HALF PAGE (4.5"W x 3.75"H)	\$350	\$ 750
INTERIOR QUARTER PAGE (4.5"W x 1.875"H)	\$250	\$ 550

HOLIDAY SHOW RATES

MAIN STAGE

APPROXIMATE DISTRIBUTION: 6,000

PRODUCTION	DEADLINE	SHOW DATES
CINDERELLA	NOV 14	NOV 30, 2016 – JAN 1, 2017

AD SIZE	SHOW RATE	DISCOUNT RATE (IF PURCHASING OTHER ADS)
BACK COVER (4.5"W x 7.5"H)	\$1,100	\$1,000
INSIDE FRONT/BACK COVER (4.5"W x 7.5"H)	\$ 900	\$ 800
INTERIOR FULL PAGE (4.5"W x 7.5"H)	\$ 800	\$ 750
INTERIOR HALF PAGE (4.5"W x 3.75"H)	\$ 600	\$ 500
INTERIOR QUARTER PAGE (4.5"W x 1.875"H)	\$ 400	\$ 375

CABARET SERIES RATES

CABARET STAGE

APPROXIMATE DISTRIBUTION/PRODUCTION: 500

PRODUCTION	DEADLINE	SHOW DATES
SOMETHING'S COMING: A TRIBUTE TO LEONARD BERNSTEIN	NOV 2	NOV 10 – 13, 2015
I'M THE GREATEST STAR! SHOWBIZ DIVAS & DAMES	JAN 11	JAN 19 – 22, 2017
TILL THERE WAS YOU: BROADWAY'S BEST LOVE SONGS	MAR 22	MAR 30 – APR 2, 2017

AD SIZE	PER SHOW RATE	3-SHOW DISCOUNT RATE
INTERIOR HALF PAGE (4.5"W x 3.75"H)	\$100	\$250
INTERIOR QUARTER PAGE (4.5"W x 1.875"H)	\$ 75	\$175

YOUTH SERIES RATES

POLLOCK STAGE

APPROXIMATE DISTRIBUTION/PRODUCTION: 600

PRODUCTION	DEADLINE	SHOW DATES
THE WINTER'S TALE	SEP 2	SEP 14 – 18, 2016
THE BROTHERS GRIMM SPECTACULATHON	FEB 17	MAR 1 – 5, 2017
A MIDSUMMER NIGHT'S DREAM FOR KIDS	APR 28	MAY 10 – 21, 2017

AD SIZE	PER SHOW RATE	3-SHOW DISCOUNT RATE
BACK COVER (4.5"W x 7.5"H)	\$200	\$450
INTERIOR FULL PAGE (4.5"W x 7.5"H)	\$150	\$350
INTERIOR HALF PAGE (4.5"W x 3.75"H)	\$100	\$225
INTERIOR QUARTER PAGE (4.5"W x 1.875"H)	\$ 75	\$175

MAIN STAGE

APPROXIMATE DISTRIBUTION/PRODUCTION: 1,200

PRODUCTION	DEADLINE	SHOW DATES
SHREK THE MUSICAL	DEC 23	JAN 12 - 15, 2017
DISNEY'S MULAN JR.	JAN 20	FEB 2 – 5, 2017

AD SIZE	PER SHOW RATE	2-SHOW DISCOUNT RATE
BACK COVER (4.5"W x 7.5"H)	\$500	\$750
INTERIOR FULL PAGE (4.5"W x 7.5"H)	\$350	\$525
INTERIOR HALF PAGE (4.5"W x 3.75"H)	\$250	\$375
INTERIOR QUARTER PAGE (4.5"W x 1.875"H)	\$150	\$225

If you require additional information or have questions, please contact:

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