



2019-2020 Playbill Advertising

75th Season of Decades, Divas & Diamonds

Get your message into direct contact with over **50,000 potential customers** via STC's Playbill advertising. Your marketing dollars target high-income subscribers, students, and audiences at *very affordable rates*, while helping us bring world-class, professional theatre to the Sacramento Region for another 75 years.

	Back Cover Ad	Interior Full-Page Ad	Interior ½ Page Ad	Interior ¼ Page Ad
Main Stage Production	\$1,000	\$750	\$500	\$375
Pollock Stage Production	\$800	\$450	\$350	\$250
Cabaret Series Production	N/A	N/A	\$100	\$75
Youth Series Production	\$200	\$150	\$100	\$75
Holiday Show	\$1,100	\$800	\$600	\$400

Main Stage Productions	Pollock Stage Productions	Cabaret Series Productions	Youth Series Productions	Holiday Show
<i>Jane Austen's Northanger Abbey</i> Oct. 2 – 27, 2019	<i>Deathtrap</i> Nov. 6 – Dec. 15, 2019	<i>Diamonds Are A Girl's Best Friend</i> Nov. 14 – 17, 2019	<i>Romeo & Juliet</i> Sept. 18 – Sept. 29, 2019	<i>A Christmas Carol</i> Dec. 4 – December 29, 2019
<i>Hamlet</i> Feb. 26 – March 22, 2020	<i>Pump Boys & Dinettes</i> Jan. 8 – Feb. 16, 2020	<i>I Don't Know How to Love Him</i> Jan. 23 – 26, & Jan. 30 – Feb. 2	<i>The Musical Adventures of Oliver Twist</i> Jan. 16 – Jan. 19, 2020	
<i>A Little Night Music</i> Apr. 22 – May 17, 2020	<i>Guess Who's Coming to Dinner</i> March 25 – May 3, 2020	<i>The Room Where It Happens</i> Apr. 2 – Apr. 5, 2020	<i>Into the Woods</i> Feb. 6 - Feb. 9, 2020	
For more information, please contact: Dawn Spinella, Development Manager development@sactheatre.org (916) 446-7501 ext. 105			<i>I Never Saw Another Butterfly</i> March 4 – March 8, 2020	
			<i>Macbeth For Kids</i> May 13 – May 24 2020	



SACRAMENTO THEATRE COMPANY

AD GUIDELINES:

- High quality .TIF or .JPG, 355 dpi (1200 dpi bitmap), Illustrator .EPS file with all fonts converted to outlines, or High Resolution Acrobat PDF
- No margin, no bleed

AD SIZES: Our playbill size is 8.5" x 5.5"

- Full Page Ad Size is 5" x 7.5"
- Half-Page Ad Size is 4.5"x3.75"
- Quarter Page Ad Size is 4.5" x 1.875"

AD DEADLINES:

- Our deadlines are roughly three weeks prior to the production start date, but the exact date varies by production.