



Near West Theatre Playbill Advertising Contract 2016-17 Season



SHOW/ EVENT	Urinetown, the Musical <i>Youth Cast, Ages 9-15</i>	Joseph & the Amazing Technicolor Dreamcoat <i>Intergenerational Cast, Ages 7+</i>	The Wiz <i>Youth Cast, Ages 9-15</i>	Rise! 2017 Annual Benefit <i>A Celebration of our Empowering Mission</i>	Mary Poppins <i>Intergenerational Cast, Ages 7+</i>	Carrie, the Musical <i>Teen/Young Adult Cast, Ages 16-25</i>
Schedule	September 16-25, 2016	November 18 - December 11, 2016	February 10-19, 2017	March 4, 2017	May 15-21, 2017	July 21 - August 6, 2017
Ad Deadlines	8-26-16	10-28-16	1-20-17	2-10-17	4-14-17	6-30-17

AD RATES

	FULL PAGE	1/2 PAGE	1/4 PAGE
FULL SEASON*	N/A	N/A	N/A
Per Production	\$300	\$175	\$100
Benefit Only	\$600	\$400	\$200

*The full season rate includes your ad in all remaining playbills in the season, including the annual benefit playbill. If you purchase mid-season, we will prorate the Full Season amount based on how many shows remain in that season.

PREMIUM PLACEMENT

NEW!

Season Outside Back Cover, Season Inside Front Cover,
OR Season Inside Back Cover **\$400**

Season Middle Spread (1-2 pages) **\$350/ea.**

NOTE: Corporate sponsors are given first refusal of Premium Placement.

Why Advertise With Us?

By supporting Near West Theatre as a playbill advertiser, you provide children, teens and adults opportunities to contribute to the community in productive and constructive ways.

Near West's playbill goes home with audience and cast members from the inner city and beyond, and reaches over 20,000 arts lovers annually who come to our new state of the art facility. The largest concentrations of people who frequent the theatre are from zip codes 44113, 44109, 44111, 44107 and 44102. According to our surveys, they shop and dine at area establishments on a regular basis.

AD DESIGN

NEW!

Simple Design **\$50**
Complex Design **\$100**

For more information, contact
Kevin Kelly at 216-961-9750 x103
OR KKelly@nearwesttheatre.org

6702 Detroit Avenue, Cleveland, Ohio 44102 Tel: (216) 961-9750 Fax: (216) 961-6381
KKelly@nearwesttheatre.org www.nearwesttheatre.org

Near West Theatre Playbill Advertising Contract 2016-17 Season



Please return contract to:

Near West Theatre Attn: Playbill/Kevin Kelly
6702 Detroit Avenue
Cleveland OH, 44102

For info, contact Playbill Advertising Manager
Kevin Kelly at 216-961-9750 x103 OR
KKelly@nearwesttheatre.org

Additional Information

- We do not accept non-digital images or scans of non-digital images.
- Payment is due with the submission of artwork and no later than 5 business days before the first performance. All returned checks will be assessed a \$35 charge.

**Layout shown is not actual size*

<p>Full Page 4 7/8 wide x 7 7/8 high</p>	<p>Half Page Vertical 2 3/8 wide x 7 7/8 high</p>
<p>Half Page Horizontal 4 7/8 wide x 3 7/8 high</p>	<p>Quarter Page Vertical 2 3/8 wide x 3 7/8 high</p>
<p>Quarter Page Horizontal 4 7/8 wide x 1 7/8 high</p>	

Personal Information:

Name of Business _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____ E-mail: _____

Phone _____ Fax _____

Ad Size _____ Amount _____ Full Season or Show(s) _____

Method of Payment: Check enclosed Please bill me

Please charge my: Credit Card Choice (MC, V, AMEX) _____ Security Code _____

Account #: _____ Expiration date: _____

Artwork Option (Specific Show Deadline is 3 weeks prior to Show Opening):

- Use my existing ad Send Artwork (.pdf, .gif, .jpg, .tif) to KKelly@nearwesttheatre.org