



WILLIAMSTON
THEATRE

Williamston Theatre
Season 20 | 2026-2027
Program Ad Information

Unique, targeted, and affordable advertising opportunity! Do you own a small (or large) business? Did you know that there is a way to reach thousands of great potential customers for a very small investment of your marketing dollar? Consider advertising in Williamston Theatre programs!

Important details to know:

- By the end of the 2025-2026 Season, over 12,500 patrons will have attended performances at WT.
- Our audience members are loyal, mature, enjoy arts and entertainment, and have disposable income and time.
- Where our audiences come from: 20% from Williamston addresses, 40% from non-Williamston Ingham County addresses, 40% from outside of Ingham County.
- There are five productions in the 2026-2027 season, with each production running 5-6 weeks. There are five performances each week.
- Our productions are professional (we are an Actors' Equity Association theatre). We are known for our intimate shows with very high quality. Our productions feature the *home-grown* talent of Michigan based theatre professionals.
- Advertising costs range from \$75 to \$900, depending on how large you want your ad, and how long you want it to run. (See details following).
- Our patrons arrive at the Theatre an average of 15-20 minutes before show time. Our box office and house management staff gets them to their seats quickly. That leaves them with an average of 7-10 minutes of sitting in their seats with nothing to read but our program.

Tell them about your business! Tell them when you are open. Tell them what makes you special. Entice them to come to your place of business the next time they return to Williamston for a performance – because after they see one of our shows, they will be coming back!

Show your support the arts! The Williamston Theatre relies on fundraised revenue to cover over 50% of its annual operating expenses. Tell our patrons that you support the arts, how we make our community unique, and how we improve the quality of life here. Tell your customers who already attend that you support us by placing an ad. They will thank you for it.



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Program Ad Details

Ad Sizes

Ad Size	Dimensions	Single Show Rate	2 - Show Rate**	5 - Show Rate**
¼ Page	2.125"w x 3.625"h *	\$75	\$140	\$325
½ Page	4.5"w x 3.625"h *	\$125	\$230	\$550
Full Page	4.5"w x 7.5"h	\$200	\$370	\$900

* Please note that all ads are portrait orientation. No landscape orientation can be accommodated.

** Discounts are for ads placed within a cultural season and cannot be transferred between seasons.

Schedule & Deadlines

Production	Copy Deadline	Performance Dates
<i>The One Good Thing or "Are Ya Patrick Swayze?"</i>	August 25, 2026	Sept 24 – Oct 25, 2026
<i>A Lansing Christmas Adventure</i>	October 20, 2026	Nov 19 – Dec 27, 2026
<i>For Closure!</i>	January 5, 2027	Feb 4 – Mar 14, 2027
<i>The Apiary</i>	March 2, 2027	Apr 8 – May 9, 2027
<i>Guys On Ice</i>	June 8, 2027	July 8 – Aug 15, 2027

Ad Guidelines

- File Format: Grayscale JPEG or PDF
- Resolution: 300 dpi
- Submission: e-mail to chris@williamstontheatre.org

Disclaimer

The theatre cannot guarantee reproduction quality if the ad does not meet our guidelines. Ads not received by Copy Deadline may not be printed in the program.

We welcome the opportunity to discuss the themes and content of each script should you have any concerns. Please contact Chris Purchis chris@williamstontheatre.org or Emily Sutton-Smith at emily@williamstontheatre.org.