



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:

- In the 2015-2016 Season, the Williamston Theatre had over 10,000 patrons attend its performances, and is on track to surpass that number in the current season.
- 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 six productions in each season, with each production running 5-6 weeks. There are five performances each week.
- Our productions are completely professional, so the quality is very high. We operate under a contract with the Actors' Equity Association (the union for professional stage managers and actors), and are a member of the national organization, the Theatre Communications Group. Our productions feature home-grown talent. We believe that Michigan has a lot to offer, including amazing artists.
- Advertising costs range from \$75 to \$1,050, 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 staff gets them their tickets quickly, our art gallery is not large, and it's a quick and easy trip to their seats. 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 of 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.



2016-2017 Program Advertising Information

Program ads can be purchased for individual shows or at discounted rates for a 3-show or 6-show package.

Rates & Sizes

Ad Size	Dimensions*	Single Show Rate	3-Show**	6-Show**
1/4 page	2.125"w x 3.625"h	\$75	\$210	\$390
1/2 page	4.5"w x 3.625"h	\$125	\$345	\$660
Full page	4.5"w x 7.5"h	\$200	\$555	\$1,050

*Please note that 1/4 page 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

Shows	Copy Deadlines	Show Dates
Pulp	September 2, 2016	September 22 – October 23, 2016
The Nerd	October 21, 2016	November 17 – December 18, 2016
A Painted Window	December 30, 2016	January 26 – February 26, 2017
1984	February 24, 2017	March 23 – April 23, 2017
Taking Shakespeare	April 21, 2017	May 18 – June 18, 2017
Murder for Two	June 16, 2017	July 13 – August 20, 2017

Ad Guidelines

File Format: Grayscale JPEG or PDF

Resolution: 300 dpi

Submission: e-mail to chris@williamstontheatre.org

Payment Information

- 3-show & 6-show packages can be paid in full with first ad or paid in installments.
- Invoice will be mailed once programs are printed.
- Payment due within 30 days of invoice date.

Disclaimers

- 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.
- No refunds will be issued for ads not printed due to missed deadlines.

Any questions, please contact Chris Purchis at 517-655-SHOW or chris@williamstontheatre.org.