

# Advertise in Two River Theater Company's 2010-11 Playbill!

## Why advertise with Two River Theater Company?

Over the past 16 seasons Two River Theater Company has grown into one of the most vital and dynamic arts organizations in the region.

Two River Theater Company is an award-winning, professional, not-for-profit regional theater company providing outstanding plays and educational programs for audiences of central New Jersey and beyond. We pride ourselves in bringing productions of only the highest quality to our stages and in return attract audiences of the same high caliber.

The patrons of Two River Theater Company reside mainly in Monmouth and Ocean counties. They are loyal, cultured, affluent, educated members of the community that should know about your business or services!

**Don't miss the chance to hit this desirable market!**  
**Over 40,000 playbills are distributed each year!**

## Great benefits in advertising with TRTC:

**Update your ad!** If you have a special promotion or sale coming up, you have the opportunity to get the most out of your ad.

**Payment plans!** No matter which package you select for your business, you now have the ability to make smaller payments over the course of the year.

**Free tickets!** All our advertisers will receive a complimentary voucher good for a pair of tickets to be used for you or a client, it's your choice.



To reserve your spot today, simply fax the playbill contract on the flipside to **732.345.1414.** or call **Marketing Manager, Courtney Perez** at **732.345.1400 x1810** to set up an appointment where we can discuss your contract and payment plan in greater detail.



# 2010-2011 Season Playbill Advertising Contract

Contact: Courtney Perez, Marketing Manager

cperez@trtc.org

P: 732.345.1400, Ext. 1810

F: 732.345.1414

## Advertising Rates

	5 Show Series Subscription Shows	6 Show Series Includes family theater		<u>Ad Dimensions</u>
<u>SIZES/Choose One:</u>				Full Page 4.5" wide x 7.5" high
Back Cover- In Color - SOLD	<input type="checkbox"/> \$ 3000	<input type="checkbox"/> \$ 3500		Half Page 4.5" wide x 3.687" high
Inside Cover- In Color - Limited	<input type="checkbox"/> \$ 2500	<input type="checkbox"/> \$ 3000		Quarter Page 2.187" wide x 3.687" high
			<b>Per Show</b>	<b>Shows</b>
Full Page Premium Placement	<input type="checkbox"/> \$ 1600	<input type="checkbox"/> \$ 1800	<input type="checkbox"/> \$ 400	<input type="checkbox"/> Intimate Apparel
Full Page	<input type="checkbox"/> \$ 1400	<input type="checkbox"/> \$ 1575	<input type="checkbox"/> \$ 350	<input type="checkbox"/> Opus
Half Page	<input type="checkbox"/> \$ 900	<input type="checkbox"/> \$ 1000	<input type="checkbox"/> \$ 225	<input type="checkbox"/> A Thousand Clowns
Quarter Page	<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$ 675	<input type="checkbox"/> \$ 150	<input type="checkbox"/> Candida
<b>ADD COLOR- extra cost</b>	<input type="checkbox"/> \$ 500	<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$ 100	<input type="checkbox"/> Jacques Brel
				<input type="checkbox"/> Charlotte's Web (Family Show)

## Artwork Specifications

### SUBMISSION/Check One:

- Final electronic ad will be e-mailed                       Final electronic ad will be mailed on disc  
 Graphic Design Assistance Required\*                       Use same copy as last year

### **Digital Files accepted (via email to cperez@trtc.org or on disk):**

- High quality .TIF or .JPG, 355 dpi (1200 dpi bitmap)
- Illustrator .EPS file with ALL FONTS converted to outlines.
- High-Resolution Acrobat PDF

*NOTE: Files taken from websites are not high enough resolution for printing.*

\*Graphic Design Services will start at \$75 and are dependent on ad size & hours required. Ask for details.

**Deadlines:**

Space reservation:	<b>August 18, 2010</b>
Payment or initial deposit for payment plan:	<b>August 23, 2010</b>
Electronic ad mailed on disk or e-mailed:	<b>August 25, 2010</b>

The Agreement: Two River Theater Company agrees to provide Playbill Advertising to the company named below in the 2010-2011 playbill. Distribution for the five season series is approximately 38,000 at 109+ performances. Add family theater and distribution is approximately 45,500 at 130+ performances. The advertiser will pay necessary fees by the above deadline.

Would you like to request a payment plan?  No  Yes – how many payments \_\_\_\_\_

Please fax contract to: 732-345-1414

Send payment & ad art to: Playbill Ad c/o Two River Theater Company, 21 Bridge Avenue, Red Bank, NJ 07701  
(please print and sign)

Name of Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Visa  MC  AMEX  DISCOVER  CHECK (payable to Two River Theater Company)

Name on Card \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_