

## Why advertise in an Olney Theatre Center program?

### Our audience members are your customers:

Over 78,000 attendees per year

- 78% attend more than one show a year, for repeated exposures
- 50% dine out prior to attending the theatre and spend between \$75 - \$200
- 72% are married
- 68% of ticket purchasers make the majority of decisions about how to spend entertainment dollars in their household
- 65% earn over \$100,000/year with 20% earning over \$200,000
- 73% live in Montgomery County
  - Olney – 25%
  - Silver Spring – 25%
  - Rockville – 14%
  - Bethesda/Chevy Chase – 8%
  - Gaithersburg – 8%

### Our critical and artistic reputation has never been better:

- “[Olney Theatre] is increasingly making serious theatergoers an offer they can’t refuse.”  
- The Washington Post, February 12, 2016
- “You have to admire what Jason Loewith, the artistic director at Olney, is putting out there.”  
- The Washington Post, May 11, 2016
- In a survey, 96% of all attendees and 95% of first-time attendees are “Likely” or “Very Likely” to consider attending another Olney Theatre Center production and recommend it to their friends, family and co-workers

Contact Weldon Brown (301) 924-4485 ext. 121 or [wbrown@olneytheatre.org](mailto:wbrown@olneytheatre.org) to reserve space.



# 2018-19 PROGRAM ADVERTISING

## 2018 - 19 SEASON

**SOUTH PACIFIC**  
Mainstage  
August 31 - October 7, 2018  
Space Reservation by: 8/3/18  
Artwork Due: 8/10/18

**LABOUR OF LOVE**  
Mulitz-Gudelsky Theatre Lab  
September 26 - October 28, 2018  
Space Reservation by: 8/24/18  
Artwork Due: 8/31/18

**ELF THE MUSICAL**  
Mainstage  
November 9 - January 6, 2019  
Space Reservation by: 10/5/18  
Artwork Due: 10/12/18

**A CHRISTMAS CAROL**  
Mulitz-Gudelsky Theatre Lab  
November 23 - December 30, 2018  
Space Reservation by: 10/26/18  
Artwork Due: 11/2/18

**ONCE**  
Mainstage  
February 6 - March 10, 2019  
Space Reservation by: 1/4/19  
Artwork Due: 1/11/19

**OIL**  
Mulitz-Gudelsky Theatre Lab  
February 27 - March 31, 2019  
Space Reservation by: 1/25/19  
Artwork Due: 2/1/19

**A COMEDY OF TENORS**  
Mainstage  
April 10 - May 12, 2019  
Space Reservation by: 3/8/19  
Artwork Due: 3/15/19

**MARY STUART**  
Mulitz-Gudelsky Theatre Lab  
May 8 - June 9, 2019  
Space Reservation by: 4/5/19  
Artwork Due: 4/12/19

**MATILDA THE MUSICAL**  
Mainstage  
June 21 - July 21, 2019  
Space Reservation by: 5/17/19  
Artwork Due: 5/24/19

**TIGER STYLE!**  
Mulitz-Gudelsky Theatre Lab  
July 17 - August 18, 2019  
Space Reservation by: 6/14/19  
Artwork Due: 6/21/19

Production	Premium Page Ad	Full Page Ad	Half Page Ad	Quarter Page Ad
SOUTH PACIFIC	\$1,300	\$1,100	\$750	\$400
LABOUR OF LOVE	\$900	\$700	\$450	\$300
ELF THE MUSICAL	\$1,300	\$1,100	\$750	\$400
A CHRISTMAS CAROL	\$900	\$700	\$450	\$300
ONCE	\$1,300	\$1,100	\$750	\$400
OIL	\$900	\$700	\$450	\$300
A COMEDY OF TENORS	\$1,300	\$1,100	\$750	\$400
MARY STUART	\$900	\$700	\$450	\$300
MATILDA THE MUSICAL	\$1,300	\$1,100	\$750	\$400
TIGER STYLE!	\$900	\$700	\$450	\$300
ALL PRODUCTIONS	\$8,730	\$7,110	\$4,725	\$2,790

1. Ad rates are for color process advertisements.
2. There is a design fee of \$250 for us to produce a camera-ready ad.
3. Advertisers who contract for all programs receive a 10% discount.

## AD DIMENSIONS & FILE SPECIFICATIONS

**Finished Program (Trim) Size:** 5.5" x 8.5"  
**Full-page ad without bleeds:** 5.125" X 8.125"

**Full-page ad with bleeds:** 5.5" x 8.5" with .125" bleed on all sides (5.75" x 8.75"); all essential text and images at least .125" inside the trim area (5.125" x 8.125")

**Half-page ad:** 5.25" x 3.9375"  
**Quarter-page ad:** 2.5625" X 3.9375"

**File Specifications:** We accept digital media via email. Your file should be submitted as a high resolution (300 dpi) .jpeg, .tiff or .pdf file; CMYK mode; and 100% of the specified ad size. Send all materials to Kristina Erwin at [kerwin@olneytheatre.org](mailto:kerwin@olneytheatre.org)



# 2018-19 ADVERTISING CONTRACT

Advertiser: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Website: \_\_\_\_\_

Make checks payable to:  
 Olney Theatre Center  
 2001 Olney-Sandy Spring Road  
 Olney, MD 20832

Or pay via credit card:  
 Visa  MC  AmEx  Discover  
 Card # \_\_\_\_\_  
 Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVC \_\_\_\_\_  
 Signature \_\_\_\_\_

Production	Contract Deadline	Artwork Deadline	Premium Page Ad	Full Page Ad	Half Page Ad	Quarter Page Ad
SOUTH PACIFIC	8/3/18	8/10/18	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$750	<input type="checkbox"/> \$400
LABOUR OF LOVE	8/24/18	8/31/18	<input type="checkbox"/> \$900	<input type="checkbox"/> \$700	<input type="checkbox"/> \$450	<input type="checkbox"/> \$300
ELF THE MUSICAL	10/5/18	10/12/18	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$750	<input type="checkbox"/> \$400
A CHRISTMAS CAROL	10/26/18	11/2/18	<input type="checkbox"/> \$900	<input type="checkbox"/> \$700	<input type="checkbox"/> \$450	<input type="checkbox"/> \$300
ONCE	1/4/19	1/11/19	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$750	<input type="checkbox"/> \$400
OIL	1/25/19	2/1/19	<input type="checkbox"/> \$900	<input type="checkbox"/> \$700	<input type="checkbox"/> \$450	<input type="checkbox"/> \$300
A COMEDY OF TENORS	3/8/19	3/15/19	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$750	<input type="checkbox"/> \$400
MARY STUART	4/5/19	4/12/19	<input type="checkbox"/> \$900	<input type="checkbox"/> \$700	<input type="checkbox"/> \$450	<input type="checkbox"/> \$300
MATILDA THE MUSICAL	5/17/19	5/24/19	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$750	<input type="checkbox"/> \$400
TIGER STYLE!	6/14/19	6/21/19	<input type="checkbox"/> \$900	<input type="checkbox"/> \$700	<input type="checkbox"/> \$450	<input type="checkbox"/> \$300

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3. Advertisers who contract for all programs receive a 10% discount.

The undersigned hereby authorizes and directs Olney Theatre Center to place public advertising in the programs specified above. Olney Theatre Center agrees to run an advertisement for the aforementioned Advertiser as set forth above. A 50% deposit payment is due upon signing of this contract. Olney Theatre Center will send an invoice for the balance due. Payments are due within thirty days of invoicing. Please make checks payable to Olney Theatre Center. Location of any ad is not guaranteed (unless specifically noted above). Content of ad is subject to approval by Olney Theatre Center. Olney Theatre Center reserves the right to not print the advertisement for failure to receive ad copy by the Ad Deadline Dates above. Mechanical requirements and specifications are indicated on the attached specifications page. Liability for mistakes is limited to amounts paid. This agreement shall be non-assignable and non-cancelable. Any amounts past due will be subject to interest charges of 1.5% per month. The parties signing below warrant and represent that they have the authority to enter into this agreement.

The undersigned agrees to advertising space in the Olney Theatre Center Program Books selected above for the 2018-19 Season for a total amount of \$ \_\_\_\_\_, and to all terms and conditions listed above.

Print Name: \_\_\_\_\_

Advertiser Authorized Signature: \_\_\_\_\_

\_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_