

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 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

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

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

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

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

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

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

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

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

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

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



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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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: _____