

# SPOTLIGHT ON YOU

## Advertisers & Sponsors



2012 SEASON

The on-going support of our loyal advertisers and sponsors helps make it possible for us to offer a robust season of quality plays and musicals at affordable prices.

### ADVERTISING

Each year over 6,000 people attend shows at Oyster Mill Playhouse. Our audiences are your current—and potential—customers. Advertising with us stretches your ad dollars further, while hitting your target! Enjoy the unparalleled benefits of advertising with us:

- **Targeted Audiences.** Arts audiences are educated adults in their peak earning and spending years. Many own homes, plan for the future, enjoy traveling and eating out.
- **Cost-Effectiveness.** Advertising packages for every budget. Premier ad space for only pennies per exposure, and you can change your ad at no extra charge, allowing you to keep your message relevant.
- **Reach.** Your advertisement will reach over 6,000 potential customers every season.

#### PACKAGES: 8-SHOW PROGRAMS

(Circle your selection)

##### PREMIUM - \$300/YR

- Full-page b/w ad space (4.45" w x 7.4" h)
- Link on our website advertisers page
- 20% discount on ticket advertising

##### STANDARD - \$200/YR

- 1/2-page b/w ad space (4.45" w x 3.7" h)
- Link on our website advertisers page

##### BUDGET - \$160/YR

- 1/3-page b/w ad space (4.45" w x 2.47" h)

#### AD SPECIFICATIONS

**Deadline:** 2 weeks prior to each show opening night

**Digital Files:** CD, DVD or clean printed business card (1/3 page ads only)

**File Formats:** TIFF, JPEG, PDF or EPS preferred. Gray scale (minimum) resolution of 300 dpi at 100%.

**Color:** Black and white

**Type:** Minimum type size of 7 pt. is recommended.

If you have questions regarding digital file preparation, email [graphics@oystermill.com](mailto:graphics@oystermill.com) or call 717-737-6768. If you miss a deadline or need more information about advertising at Oyster Mill Playhouse, email [advertising@oystermill.com](mailto:advertising@oystermill.com) or call 717-737-6768.

### CONTACT & BILLING INFORMATION (payment must accompany insertion order)

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL ADDRESS \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIPCODE \_\_\_\_\_

CHECK (Payable to Oyster Mill Playhouse)  MASTERCARD  VISA EXP DATE \_\_\_\_/\_\_\_\_/\_\_\_\_

CARD # \_\_\_\_\_  DISCOVER  AMEX CVV # \_\_\_\_\_

NAME ON CARD (please print) \_\_\_\_\_ SIGNATURE \_\_\_\_\_

## SPONSORSHIPS

Receive star treatment when you subscribe to our show or season sponsorship packages. Questions? Email [advertising@oystermill.com](mailto:advertising@oystermill.com) or call 717-737-6768.

### SHOW SPONSORSHIPS - \$650

- **Full-Page Ad.** Your ad in sponsored show program.
- **Logo Placement.** Your logo as a sponsor on sponsored show ticket and programs.
- **Website Link.** Your logo on our website with a link to yours for the duration of the sponsored show.
- **Curtain Speech.** A special "thank you" at each sponsored show performance.
- **Free Tickets.** SIX FREE TICKETS TO SPONSORED SHOW.

### SEASON SPONSORSHIPS- \$2,500

- **Full-Page Ad.** Your ad in every program with premium inside and outside back cover rotating placement.
- **Logo Placement.** Your logo as a sponsor on every ticket and programs.
- **Website Link.** Your logo on our website with a link to yours for the entire season.
- **Curtain Speech.** A special "thank you" at every performance (over 60 per year).
- **Free Tickets.** SIX FREE TICKETS TO EVERY SHOW.

**YES! I WANT TO BE A SEASON SPONSOR.** Please accept my enclosed check or charge my credit card.

**YES! I WANT TO BE A SHOW SPONSOR.** Please accept my enclosed check or charge my credit card.

**SHOW NAME** (1st Choice) \_\_\_\_\_

**SHOW NAME** (2nd Choice) \_\_\_\_\_