



A CIRCUS OF A SEASON 2018-19

Near West Theatre Playbill Advertising Contract





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Playbill Advertising Contract

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2018-19



SHOW/ EVENT	Newsies <i>Youth Cast, Ages 9-15</i>	Carnival! <i>Intergenerational Cast, Ages 7 & up</i>	Anyone Can Whistle <i>Youth Cast, Ages 9-15</i>	NWT's Annual Benefit <i>A Celebration of our Empowering Mission</i>	1776 <i>Older Teen/Adult Cast, ages 16 & up</i>	Chess <i>Teen/Young Adult Cast, ages 16-25</i>
Schedule	September 21-30, 2018	Nov. 16-Dec. 9, 2018	February 15-24, 2019	Saturday, March 9, 2019	May 3-19, 2018	July 19 to August 4, 2018
Ad Deadlines	8-31-18	10-26-18	1-25-19		4-12-19	6-28-19

AD RATES	FULL PAGE	1/2 PAGE	1/4 PAGE
FULL SEASON*	\$660	\$360	\$200
Per Production	\$300	\$175	\$100

*The full season rate includes your ad in all 5 production playbills in the 2018-19 season, as well as recognition at our Annual Benefit. This amount is prorated at the closing of each production.

Why Advertise With Us?

By supporting Near West Theatre as a playbill advertiser, you provide children, teens and adults opportunities to contribute to the community in productive and constructive ways.

Near West's playbill goes home with audience and cast members from the inner city and beyond, and reaches over 20,000 arts lovers annually who come to our new state of the art facility. The largest concentrations of people who frequent the theatre are from zip codes 44113, 44109, 44111, 44107 and 44102. According to our surveys, they shop and dine at area establishments on a regular basis.

PREMIUM PLACEMENT

**NEW! FULL SEASON
OUTSIDE BACK COVER
\$1250**

AD DESIGN

Simple Design \$50
Complex Design \$100
*For more information, contact
Kevin Kelly at 216-961-9750 x103
OR KKelly@nearwesttheatre.org*

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Please return contract to:

Near West Theatre Attn: Playbill/Kevin Kelly
6702 Detroit Avenue
Cleveland OH, 44102

For info, contact Playbill Advertising Manager
Kevin Kelly at 216-961-9750 x103 OR
KKelly@nearwesttheatre.org

Additional Information

- We do not accept non-digital images or scans of non-digital images.
- Payment is due with the submission of artwork and no later than 5 business days before the first performance. All returned checks will be assessed a \$35 charge.

**Layout shown is not actual size*

Full Page 4 7/8 wide x 7 7/8 high	Half Page Vertical 2 3/8 wide x 7 7/8 high
Half Page Horizontal 4 7/8 wide x 3 7/8 high	Quarter Page Vertical 2 3/8 wide x 3 7/8 high
Quarter Page Horizontal 4 7/8 wide x 1 7/8 high	

Personal Information:

Name of Business _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____ E-mail: _____

Phone _____ Fax _____

Ad Size _____ Amount _____ Full Season or Show(s) _____

Method of Payment: Check enclosed Please bill me

Please charge my: Credit Card Choice (MC, V, AMEX) _____ Security Code _____

Account #: _____ Expiration date: _____

Artwork Option (Specific Show Deadline is 3 weeks prior to Show Opening):

Use my existing ad Send Artwork (.pdf, .gif, .jpg, .tif) to KKelly@nearwesttheatre.org