



PLAYBILL ADVERTISING

Space Reservation & Agreement for THE MOUSTRAP

Name of Business: _____

Contact Person: _____

Street Address: _____

Mailing Address (if different than above): _____

Phone numbers: Main: _____ Contact Mobile #: _____

Email address: _____

Website address: _____

I WILL ☐ WILL NOT ☐ require graphic design services to create this ad.

Ad Sizes & Prices:

- ☐ Full Page – inside front or back cover
4.875" x 8"
- ☐ Full Page (inside)
4.875" x 8"
- ☐ ½ Page Horizontal
4.875" x 3.9"
- ☐ ¼ Page
2.35" x 3.9"



Space Reservation Deadline: Jan 20
Artwork and Payment Deadline: Feb 7

Mail or email this form to:
Experience Theatre Project
6107 SW Murray Blvd., #320
Beaverton, OR 97008
alisa@experiencetp.org

Make checks payable to:
Experience Theatre Project
(tax ID #47-2315634)

To pay by credit card, please call Alisa at 503-459-1551 so she can take your number over the phone OR request a Square invoice.

Artwork: please coordinate all artwork directly with Sarah Jones, who may be reached at sarah@cedarhousemedia.com

TOTAL DUE: \$ _____ (Note: If you wish to have us design your ad, please add \$45 to your total)

Special Instructions: _____

Terms: This agreement is subject to the rates, terms and conditions of the current rate. Total payment is due by February 7, 2018. No space cancellation will be accepted after the Space Reservation Deadline. The advertiser agrees to hold Experience Theatre Project and its representatives harmless with regard to the use of any copy, illustration, photographs, or any other materials provided by the advertiser for their ad. Liability of the publisher for errors is limited to the cost of the space occupied by the error. Upon signing this agreement, the advertiser is presumed to have read, understood and agreed to this contract and the terms and conditions set forth within, as well as the terms and conditions set forth in the current rate card.

Advertiser's Signature: _____ **Date:** _____

**THANK YOU FOR SUPPORTING
EXPERIENCE THEATRE PROJECT!**

Alisa Stewart, Artistic Director
ph: 503-459-1551 fax: 844-ETP-SHOW
email: alisa@experiencetp.org



2018 Program Ad Rate Card for THE MOUSETRAP

SHOW PARTICULARS: The Mousetrap will run at 7:30p.m. Thursdays through Fridays, and Sundays at 2pm between February 16-March 11, 2018, with a possible show extension through March 17. Location: The Cady Building, 12604 SW Farmington Rd., Beaverton 97005.

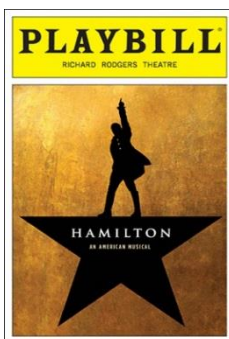
DISTRIBUTION: Programs will be distributed to all audience members. Anticipated participation for each night will be 40-60 for each show, a total of approximately 1,000 people for the duration of the run.

DEMOGRAPHIC INFORMATION: Our audience will be as diverse as the City itself. Statistically speaking, theatergoers are:

- ❖ **Affluent:** most households are most likely to have household incomes greater than \$75,000; 3x more likely to have income of \$150,000 than the average area resident.
- ❖ **Educated:** Most have college degrees. 3x more likely to have a graduate degree than the average area resident
- ❖ **Established:** Most own their homes, and have lived in the area for 5-10 years or more
- ❖ **Local.** Most of these folks would prefer not to trek through the Vista Ridge Tunnel to watch high quality performing arts.
- ❖ **Savvy Customers:** audience members enjoy reading the program before and during the show, and are quite responsive to even a small advertisement. Boost your business while supporting the arts!

PROGRAM SIZE: The full color program booklet will be printed 5.5" x 8.5", the standard size of a Broadway playbill

ADVERTISING RATES - FULL COLOR INCLUDED!



Full Size Playbill
(Example)



Full Page: \$350
4.875 x 8"



Half Page: \$225
4.875 x 3.9"



Quarter Page: \$150
2.35 x 3.9"

Back of Program or Inside front Cover: \$450

BENEFITS OF ADVERTISING: Your company's advertising in our program will show support for the performing arts center in Beaverton as well as support of the arts and our 501c3 nonprofit theater company. The money you spend on this ad allows our theater to produce one-of-a-kind immersive experiences, kids and teens theater programs and workshops. We hope you will continue your support of our young performing arts company for years to come!

TO RESERVE: Contact: Alisa Stewart – alisa@experiencetp.org or call 503-459-1551

HARD DEADLINE for all advertisement copy is February 7, 2018