



THEATER AT MONMOUTH

Professional Theatre | Enriching Maine | Engaging Communities

2018 Program Advertising

More than 10,000 people attend shows and events in historic Cumston Hall throughout the season. Visitors eat, shop, sleep, and travel throughout Maine during their stay. Take this opportunity to introduce Theater at Monmouth patrons to your business by advertising in the 2018 Season Program.

TAM's Season Program provides audiences with information about the many businesses and organizations in our community that support the work we do. For one price, your company's ad appears in TAM's program from June through September (a total of 14 weeks). You also receive a link to your website and recognition as a supporter of the arts and community in Central Maine.

We present 68 performances of the five Mainstage productions, Family Show, and Fall Show, ensuring repeat views of your advertisement. Year after year, we feature loyal advertisers who are pleased with both the results of their investment and the benefits of meetings new customers through supporting TAM.

Things you should know about TAM:

- TAM is the premier professional classical theatre in Maine, founded in 1970, and named the Shakespearean Theater of Maine by the State Legislature in 1975.
- TAM's mission is to present innovative approaches to Shakespeare and other classic plays through professional productions that enrich the lives of people throughout Maine.
- Monmouth is within an hour's drive of more than 60% of Maine's population. On average, audience members travel more than 40 miles to attend productions.
- TAM's demographics skew toward a mature, affluent, and loyal patron base. These discerning customers look for high quality products and services, with customer service being an important priority.



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Program Advertising Rates | 2018

Advertising Copy Deadline: April 13, 2018*

Full Color Premium Placement

Outside Back Cover	7.5" x 9.6"	\$1,400
Inside Front Cover	7.5" x 9.6"	\$1,200
Inside Back Cover	7.5" x 9.6"	\$1,200
Full Page	7.5" x 9.6"	\$950
Half Page	7.5" x 4.8"	\$750
Quarter Page	3.69" x 4.8"	\$550

Black and White Standard Placement

Full Page	7.5" x 9.6"	\$750
Half Page	7.5" x 4.8"	\$550
Quarter Page	3.69" x 4.8"	\$450
Eighth Page	3.69" x 2.4"	\$300

Accepted Formats

All ads must be submitted as a high resolution PDF, JPEG, or TIFF file, 100% scale. Full color ads must be in CMYK color; black and white ads must be grayscale.

TAM reserves the right to decline any ad and determine placement of all advertising.

Submission

Email a digital file and contract to:
marketing@theateratmonmouth.org

Mail a CD and contract to:
Theater at Monmouth
Attn: Program Ad
PO Box 385
Monmouth, ME 04259

Questions

Please email marketing@theateratmonmouth.org or call 207.933.2952



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Program Advertising Contract | 2018

Advertising Copy Deadline: April 13, 2018

Company _____

Address _____

City/Town, State, Zip _____

Contact Person _____

Telephone _____ Email _____

Authorizing Signature _____

Website URL _____

Full Color Premium Placement

- Outside Back Cover | \$1,400
- Inside Front Cover | \$1,200
- Inside Back Cover | \$1,200
- Full Page | \$950
- Half Page | \$750
- Quarter Page | \$550

Black & White Standard Placement

- Full Page | \$750
- Half Page | \$550
- Quarter Page | \$450
- Eighth Page | \$300

- Run last year's ad with no changes
- New digital ad to be provided
- TAM ad design services (\$25/hour fee applies)

Total due _____ Amount enclosed _____

Payment Type: Visa MasterCard Check # _____

Card # _____ Exp. _____ Security # _____

Signature _____ Date _____

Please return form and payment to marketing@theateratmonmouth.org or Theater at Monmouth, Attn: Program Ad | PO Box 385, Monmouth, ME 04259