



THEATER AT MONMOUTH

Professional Theatre | Enriching Maine | Engaging Communities

2016 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 2016 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 bring 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. In 2015, we had audiences from 36 states!
- 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 | 2016

Advertising Copy Deadline: April 15, 2016*

***Return your contract by December 4 and get two 2016 tickets
Send in your contract and payment by February 5 and receive two more!**

Full Color Premium Placement

Outside Back Cover	7.5" x 9.6"	\$1,200
Inside Front Cover	7.5" x 9.6"	\$1,000
Inside Back Cover	7.5" x 9.6"	\$1,000
Full Page	7.5" x 9.6"	\$850
Half Page	7.5" x 4.8"	\$650
Quarter Page	3.69" x 4.8"	\$450

Black and White Standard Placement

Full Page	7.5" x 9.6"	\$650
Half Page	7.5" x 4.8"	\$450
Quarter Page	3.69" x 4.8"	\$350
Eighth Page	3.69" x 2.4"	\$200

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 | 2016

Advertising Copy Deadline: April 15, 2016*

***Return your contract by December 4 and get two 2016 tickets
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Company _____
Address _____
City/Town, State, Zip _____
Contact Person _____
Telephone _____ Email _____
Authorizing Signature _____
Website URL _____

Full Color Premium Placement

- Outside Back Cover | \$1,200
- Inside Front Cover | \$1,000
- Inside Back Cover | \$1,000
- Full Page | \$850
- Half Page | \$650
- Quarter Page | \$450

Black & White Standard Placement

- Full Page | \$650
- Half Page | \$450
- Quarter Page | \$350
- Eighth Page | \$200

- 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