



# THEATER AT MONMOUTH

Professional Theatre | Enriching Maine | Engaging Communities

## 2019 50th Anniversary Season Program Advertising

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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 2019 50th Anniversary 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 meeting new customers through supporting TAM.

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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.



## Program Advertising Rates | 2019

### Advertising Copy Deadline: April 12, 2019\*

\*Return your contract by December 3 and get two 2019 Summer Repertory tickets. Send in your contract and payment by February 4 and get two more!

#### Full Color Premium Placement

Outside Back Cover	7.5" x 9.6"	\$1,400
<del>Inside Front Cover</del>	<del>7.5" x 9.6"</del>	<del>\$1,200</del>
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



## Program Advertising Contract | 2019

### Advertising Copy Deadline: April 12, 2019

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](mailto:marketing@theateratmonmouth.org) or  
Theater at Monmouth, Attn: Program Ad | PO Box 385, Monmouth, ME 04259