



THEATER AT MONMOUTH

Professional Theatre | Enriching Maine | Engaging Communities

2021 (R)evolutionary Redux Season 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.

After more than a year of no live theater, patrons are ready to reconnect with TAM! Take this opportunity to introduce Theater at Monmouth audiences to your business by advertising in the 2021 (R)evolutionary Redux 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 December (a total of 31 weeks). You also receive a listing on our website and recognition as a supporter of the arts and community in Central Maine.

TAM presents 68 performances of five Summer Rep productions, Family Show, Fall Show, and Holiday 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 by supporting TAM.

Things You Should Know About TAM:

- TAM is the premier professional classical theater 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 a top priority.
- During our 2020 Season Postponement, TAM promoted advertisers through email blasts, Facebook, Twitter, and Instagram. Our 2020 Digital Program Book can be viewed on our website.

We hope you'll consider supporting TAM's 52nd Season by running an ad in the 2021 Program.



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Program Advertising Rates | 2021

~~Payment & Copy Deadline: April 12, 2021~~
~~Extended Deadline: May 1, 2021~~

Full Color Premium Placement

Outside Back Cover	7.5" x 9.6"	\$1,500
Inside Front Cover	7.5" x 9.6"	\$1,300
Inside Back Cover	7.5" x 9.6"	\$1,300
Full Page	7.5" x 9.6"	\$1,050
Half Page	7.5" x 4.8"	\$850
Quarter Page	3.69" x 4.8"	\$650

Black and White Standard Placement

Full Page	7.5" x 9.6"	\$850
Half Page	7.5" x 4.8"	\$650
Quarter Page	3.69" x 4.8"	\$550
Eighth Page	3.69" x 2.4"	\$400

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:
jordyn@theateratmonmouth.org

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

Questions

Please email jordyn@theateratmonmouth.org or call 207.933.2952



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Program Advertising Contract | 2021

~~Payment & Copy Deadline: April 12, 2021~~
Extended Deadline: May 1, 2021

Company _____

Address _____

City/Town, State, Zip _____

Contact Person _____

Telephone _____ Email _____

Authorizing Signature _____

Website URL _____

Full Color Premium Placement

- Outside Back Cover \$1,500
- Inside Front Cover \$1,300
- Inside Back Cover \$1,300
- Full Page \$1,050
- Half Page \$850
- Quarter Page \$650

Black & White Standard Placement

- Full Page \$850
- Half Page \$650
- Quarter Page \$550
- Eighth Page \$400

Run last year's ad with no changes

New digital ad to be provided

TAM ad design services (\$25/hour fee applies)

Form of Payment

Total due _____ Amount enclosed _____

Payment Type: Visa MasterCard Check # _____

Card # _____ Exp. _____ Security # _____

Signature _____ Date _____

Please return form and payment to jordyn@theateratmonmouth.org or:

Theater at Monmouth
Attn: Program Ad
PO Box 385
Monmouth, ME 04259