



THEATER AT MONMOUTH

Professional Theatre | Enriching Maine | Engaging Communities

2024 *Tragedy Tomorrow, Comedy Tonight* Season Early Bird 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 2024 *Tragedy Tomorrow, Comedy Tonight* 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 web site and recognition as a supporter of the arts and community in Central Maine.

We present 50 performances of the four Mainstage productions 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.

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, engaged, and loyal patron base. Our community-minded supporters look for high quality products and services, with customer service being an important priority.
- A digital copy of the 2023 Program Book was made available on our website.

We hope you'll consider supporting TAM's 54th Season by running an ad in the 2024 Program.



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Early Bird Program Advertising Rates | 2024

****Early Bird Contract and Payment Deadline: December 15, 2023**

** Early Bird contracts and payments received by the deadline receive four complimentary tickets to TAM's 2023 *Tragedy Tomorrow, Comedy Tonight* Season

Full Color Premium Placement

		Regular Price	Early Bird Discount
Outside Back Cover	7.5" x 9.6"	\$1,800	\$1,650
Inside Front Cover	7.5" x 9.6"	\$1,600	\$1,450
Inside Back Cover	7.5" x 9.6"	\$1,600	\$1,450
Full Page	7.5" x 9.6"	\$1,350	\$1,200
Half Page	7.5" x 4.8"	\$1,100	\$1,000
Quarter Page	3.69" x 4.8"	\$900	\$800
Eighth Page	3.69" x 2.4"	\$750	\$650

Black and White Standard Placement

Full Page	7.5" x 9.6"	\$1,100	\$1,000
Half Page	7.5" x 4.8"	\$900	\$800
Quarter Page	3.69" x 4.8"	\$750	\$700
Eighth Page	3.69" x 2.4"	\$600	\$550

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:
aaron@theateratmonmouth.org

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

Questions

Please email aaron@theateratmonmouth.org or call 207.933.2952



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Early Bird Program Advertising Contract | 2024

Early Bird Payment Deadline: December 15, 2023
Copy Deadline: May 3, 2024

Company _____

Address _____

City/Town, State, Zip _____

Contact Person _____

Telephone _____ Email _____

Authorizing Signature _____

Website URL _____

Full Color Premium Placement

	Regular Price	Early Bird Discount
<input type="checkbox"/> Outside Back Cover \$1,800		\$1,650
<input type="checkbox"/> Inside Front Cover \$1,600		\$1,450
<input type="checkbox"/> Inside Back Cover \$1,600		\$1,450
<input type="checkbox"/> Full Page \$1,350		\$1,200
<input type="checkbox"/> Half Page \$1,100		\$1,000
<input type="checkbox"/> Quarter Page \$900		\$800
<input type="checkbox"/> Eighth Page \$750		\$650

Black & White Standard Placement

	Regular Price	Early Bird Discount
<input type="checkbox"/> Full Page \$1,100		\$1000
<input type="checkbox"/> Half Page \$900		\$800
<input type="checkbox"/> Quarter Page \$750		\$700
<input type="checkbox"/> Eighth Page \$600		\$550

☐ 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 aaron@theateratmonmouth.org or
Theater at Monmouth, Attn: Program Ad | PO Box 385, Monmouth, ME 04259