



Badgett Playhouse Advertising Rate Sheet

Screen Ads

Spring (April/May) - \$75

Summer (June/July/August) - \$125

Fall (September/October) - \$75

Winter (November/December) - \$125

Full Year: \$350 (\$50 Savings!)

Spring/Summer or Fall/Winter: \$175 (\$25 Savings!)

- Ads are shown on our main screens in the theater, once before the show and again at intermission. Ads will loop for 30 to 45 minutes before each show and for 10 minutes during intermission. We will have continuous ads playing on loop in our lobby.
- Your ad on the ad loop will show 4-7 times during the evening depending on the amount of other ads for approximately 12 seconds each time.
- Ads are full color (720 W x 480 H pixel dimension, .JPG preferable)
- 20,000 on average per season

Playbill Ads

<u>Interior Pages</u>	<u>First/Last Page:</u>	<u>Back Page:</u>
Quarter Page: \$175 Half Page: \$300 Full Page: \$500	Half: \$500 Full: \$750	Full: \$1000

Inserts: Call for quote

- Printed full color on 100 Pound Gloss Text Paper
- Given to each patron at each show. Many keep them as souvenirs of the show. Audience members peruse the playbill as they wait for the show to begin.
- Price is for a printing of 10,000 pieces. These will be included in the playbill as long as they last. 10% discounts available for double printing.

Web Ads

160 X 90

\$50 Per Month

150 X 150

\$75 Per Month

These dimensions will be listed on the webpage at the BUY TICKETS link, and will be switched out on a month-to-month basis.

**Above quotes are for camera ready artwork. Ad design available at extra cost.
Call for details.

