

PLAYBILLS

2020 MEDIA KIT

PHOTO: COURTESY OF DORSET THEATRE FESTIVAL



PHOTO: TIMOTHY PETERS



PHOTO: COURTESY OF WESTON PLAYHOUSE



PERFORMANCES + PLAYS

YOU CAN TAKE **CENTER STAGE** WITH OUR LOCAL ARTS ORGANIZATIONS!



**DORSET THEATRE
FESTIVAL**
PLAY IN VERMONT

Theatre That Matters

Dorset Theatre Festival creates bold, innovative, and authentic theatre that engages a diverse, multi-generational community, and economically broad region: enlightening, entertaining, and inspiring our audience through the celebration of great plays.

The summer Main Stage Season features both new and classic thought-provoking productions, as well as world premieres from America's leading playwrights, including the most Broadway-produced woman playwright of our time, Theresa Rebeck (*Downstairs, Dig*).

From June to September, the Festival mounts 4 main stage productions, drawing from some of this country's most talented actors and directors. Stars like Tyne Daly, Tim Daly, Judd Hirsch, Estelle Parsons, and Treat Williams have all appeared on the Festival stage.

Under the recent leadership of Artistic Director Dina Janis, the Festival is changing the landscape of regional theatre. Bold and innovative, Dorset Theatre Festival is garnering accolades for its commitment to new play development and is proud to encourage a new generation of playwrights to test their voices here in Southern Vermont. A premiere destination for new plays, the Festival continues to attract growing audiences from the nearby areas of Saratoga, Lake George, the Albany Capital District, and the Berkshires.



At the Southern Vermont Arts Center

In 2020, Manchester Music Festival and Artistic Director Adam Neiman present a world-class chamber music program. In celebration of Beethoven's 250th birthday, the festival will be performing one of the famed composer's works on every one of their festival concert programs. MMF also celebrates the 100th anniversary of the passage of the 19th amendment which gave women the right to vote by featuring a piece from a woman composer at every festival concert.

FESTIVAL CONCERTS

JULY 9
Beethoven, Beach, Dvořák, & Borodin
JULY 16
Boccherini, Beethoven, Boulanger, & Bridge
JULY 23
From Bonn to BonBon
A delectable sampling of music and chocolate truffles.
JULY 25
A Night at The Opera
JULY 30
Händel/Halvorsen, Beethoven, Schumann, & Liszt
AUGUST 6
Schumann, Beethoven, Farrenc, & Poulenc
AUGUST 8
Orchestral Evening
Beethoven, Bonis, Strauss, & Mozart

YOUNG ARTIST CONCERTS

Inspiring events featuring talented young artists in performance of complete chamber masterworks. These accomplished students, aged 18-26, are the next great international performers.
JULY 12 • JULY 19 • JULY 26 • AUGUST 2

In addition to the events above, the festival also offers a number of complimentary music programs to the community throughout the summer.



Celebrating the Classics Nurturing the New

WESTON PLAYHOUSE & WALKER FARM

JUNE 18–JULY 3

Seussical

Music & Book by Stephen Flaherty
Lyrics by Lynn Ahrens
Weston Young Company. Storybook fun with "all the things you can think".

JUNE 25–JULY 12

Ring of Fire

Created by Richard Maltby, Jr.
Conceived by William Meade
Bringing the music of Johnny Cash to life with a story of recklessness and redemption; and, love and family.

JULY 9–JULY 25

Tiny Beautiful Things

Based on the book by Cheryl Strayed
Adapted for the stage by Nia Vardalos
A funny and moving celebration of the power of empathy and the tiny moments that make up our lives.

JULY 23–AUGUST 15

Kinky Boots

Book by Harvey Fierstein
Music and Lyrics by Cyndi Lauper
Celebrating friendship, loving who you are, and the importance of taking chances.

AUGUST 6–AUGUST 30

Songs for Nobodies

By Joanna Murray-Smith
Judy Garland. Patsy Cline. Billie Holiday. Edith Piaf. Maria Callas.
Five ordinary women's lives are forever changed by unexpected encounters with these legendary divas.

AUGUST 20–SEPTEMBER 6

Steel Magnolias

By Robert Harling
When tragedy strikes, six women lean on friendships strong as steel.

SEPTEMBER 24–OCTOBER 18

An Iliad

By Lisa Peterson and Denis O'Hare
An enchanting and gripping adaptation of Homer's classic.

CLOSING DATES + SIZES

CLOSING



MATERIAL DUE



ISSUANCE



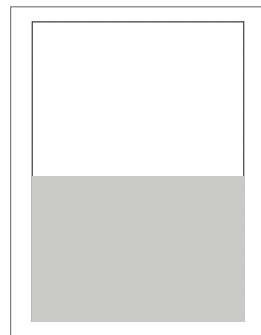
SEE INSERT FOR AD PRICING

FULL PAGE



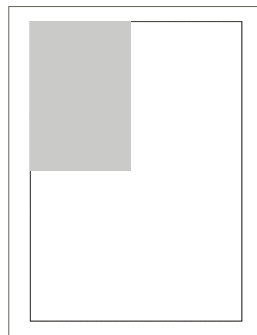
*SEE BELOW FOR AD SIZE

1/2 HORIZONTAL



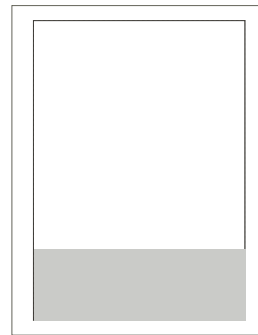
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1/4 VERTICAL



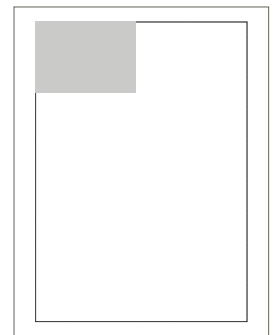
2.25 x 3.75"

1/4 HORIZONTAL



4.75 x 1.75"

1/8 PAGE



2.25 x 1.75"

PLEASE NAME FILES WITH YOUR BUSINESS NAME AND ISSUE. PLEASE PROVIDE CROP MARKS FOR BLEED ADS ONLY.

BLEED AREA
TRIM SIZE
SAFE AREA
NON BLEED AD SIZE

FULL PAGE ARTWORK GUIDELINES

- bleed area** 5.625" x 8.75"
Extend your background beyond the trim to fill the bleed area
- trim size** 5.375" x 8.5"
This is where the pages get cut off
- safe area** 4.875" x 8"
Keep text, logos, icons, etc. inside this area
- non bleed ad** 4.75" x 7.75"
This is the size required for ads that don't extend off the page.

REACH THREE TIMES THE AUDIENCE!

Advertise in Weston Playhouse, Dorset Theatre Festival, and Manchester Music Festival playbills at discounted rates!

- Promote your business to the combined audience of 35,000 savvy theatre and music lovers.
- Support the arts and be a part of their 2020 season.
- Enjoy ticket benefits for you and/or your employees!

BENEFITS + SPECIFICATIONS

ADVERTISING BENEFITS

ENTERTAINMENT!

DORSET THEATRE FESTIVAL BENEFITS

- **Full Page Advertisers:** 4 comp tickets to each Main Stage production
- **Half Page Advertisers:** 2 comp tickets to each Main Stage production
- **Quarter Page Advertisers:** 2 comp tickets to every Community Partner Night (July 2, July 23, August 13, and September 3).
- All Advertisers receive 50% off tickets for themselves and their employees to Community Partner Nights on July 2, July 23, August 13, and September 3.
- First notice of discounted rush tickets and available house seats throughout the season.

MANCHESTER MUSIC FESTIVAL BENEFITS

- **Full Page Advertisers:** 4 tickets to 2 Thursday Chamber Concerts PLUS 4 tickets to all Sunday afternoon Young Artists concerts.
- **Half Page Advertisers:** 4 tickets to 1 Thursday Chamber Concert PLUS 4 tickets to all Sunday afternoon Young Artists concerts.
- **Quarter Page Advertisers:** 2 tickets to 1 Thursday Chamber Concert PLUS 2 tickets to all Sunday afternoon Young Artists concerts.

WESTON PLAYHOUSE BENEFITS

- **Full Page Advertisers:** 6 comp tickets to every production (midweek only)
- **Half Page Advertisers:** 4 comp tickets to every production (midweek only)
- **Quarter Page Advertisers:** 2 comp tickets to every production (midweek only)

EXPOSURE!

This artistic environment is the ideal venue for getting your message in front of a receptive and interested audience of more than 35,000 theatre and music goers who look forward to reading the playbill in a comfortable, relaxed setting in anticipation of an exciting night of great entertainment.

EMPOWERMENT!

Your ad in these local playbills help support the education and outreach programs that bring the arts to thousands of local school children each year.

SUBMITTED ADS

If you require production work, there will be a minimum production charge of \$45. More complicated layout with proof will be additional (please call for more details).

Advertising rates are based on receiving your ad electronically, camera ready; otherwise additional production work including typesetting, scanning, resizing, reverse ads, screens, and bleed ads will be charged to the advertiser at prevailing rates.

ACCEPTED FILES

High-resolution PDF (preferred)
InDesign CC or below (include all images & fonts)
Illustrator CC or below (type outlined)
High resolution PSD or TIF (Flattened, CMKY, 300 dpi)
Please name files with YOUR advertiser name and issue date. Please provide crop marks for BLEED ADS ONLY.

IMAGES

All provided photos should be CMYK, 300dpi and sized at 100% when imported into your layout program. All provided photos should be color-corrected and ready for print. Old Mill Road Media is not responsible for the quality of supplied photos and art.

COLOR MATCHING

The Publisher will not assume responsibility for color ads printed without a provided digital color proof.

CONTRACT & COPY REGULATIONS

No cancellations will be accepted after closing date.
The Publisher reserves the right to reject any and all advertising. All advertising is subject to Publisher's approval and agreement by the advertiser to indemnify and protect the Publisher from loss or expense on claims and suits based on subject matter of such advertisements. Regarding copy changes, advertisers under contract will have prior ad run unless advertising offices are notified of changes by closing dates. The Publisher assumes no liability for errors in ads or, for any reason, the omission of an advertisement. Liability for errors for which the Publisher may be found legally responsible cannot exceed the cost of the space.

EXECUTIVE OFFICE

Old Mill Road Media
PO Box 569 • 4858 Main Street
Manchester Center, VT 05255
802-362-7200

KIMBERLY JONES

Advertising Director
802-891-4771
kim@oldmillroadmedia.com

RATES + RESERVATION FORM

Contract Information

Advertiser _____

Address _____

Contact person _____

Phone _____

Email _____

Billing Information (if different)

Please check the publication(s) you would like to advertise in:

- My ad is to run only in the Weston Playhouse Playbill
- My ad is to run only in the Dorset Theatre Playbill
- My ad is to run in the Manchester Music Festival Program
- My ad is to run in All THREE of the above

**REACH 3 TIMES
THE AUDIENCE!**

Advertise in Weston Playhouse, Dorset Theatre Festival, and Manchester Music Festival playbills at discounted rates!

Please check the ad size you would like:

AD SIZE	WPTC ONLY	DTF ONLY	MMF ONLY	DISCOUNT RATE FOR ALL 3
<input type="radio"/> back cover (includes color)	\$1838	\$1838	\$920	\$3952
<input type="radio"/> inside front cover (includes color)	\$1733	\$1733	\$815	\$3649
<input type="radio"/> inside back cover (includes color)	\$1549	\$1549	\$815	\$3343
<input type="radio"/> full page	\$1045	\$1045	\$520	\$2228
<input type="radio"/> half page	\$615	\$615	\$300	\$1310
<input type="radio"/> quarter-page vertical	\$384	\$384	\$195	\$821
<input type="radio"/> quarter-page horizontal	\$384	\$384	\$195	\$821
<input type="radio"/> one-eighth page	\$300	\$300	\$105	\$594

ADDITIONAL PRICING FOR COLOR ADS:

WESTON AND DORSET (\$150 FOR FULL PAGE, \$100 FOR HALF PAGE AND SMALLER)

MMF (\$100 FULL PAGE, \$75 HALF PAGE, \$45 QUARTER PAGE AND SMALLER)

We prefer to receive camera-ready advertising material. If you would like us to prepare your ad, see copy below.

Check the appropriate box that applies to your ad:

- Ad to remain exactly the same as 2019
- New ad, correctly sized in camera-ready art form, to be emailed to kim@oldmillroadmedia.com
- Please produce. Ad materials to be emailed to kim@oldmillroadmedia.com. A \$45 fee will be remitted.

CONTRACT/PAYMENT: Payment must accompany all advertising materials/contract. Invoices will be sent directly from Old Mill Road Media. All payments must be received by **April 30** in order to assure that your ad will run. Checks should be payable to Old Mill Road Media. Visa/MC accepted.

SEND PAYMENT TO: Old Mill Road Media • PO Box 569 • Manchester Center, VT 05255 • 802-891-4771
kim@oldmillroadmedia.com