



Arena Stage at the Mead Center for American Theater 2016/17 SEASON PROGRAM ADVERTISING

Advertising Contact: Anna Russell, Associate Director of Marketing | arussell@arenastage.org | 202-600-4054

2016/17 SEASON

Born For This: The Bebe Winans Story
Kreeger Theater
July 1 – August 28, 2016
Space Reservation: 5/27/16
Ad Deadline: 6/10/16

The Little Foxes
Kreeger Theater
September 23 – October 30, 2016
Space Reservation: 8/26/16
Ad Deadline: 9/9/16

The Year of Magical Thinking
Arlene and Robert Kogod Cradle
October 7 – November 20, 2016
Space Reservation: 9/9/16
Ad Deadline: 9/23/16

Carousel
Fichandler Stage
October 28 – December 24, 2016
Space Reservation: 9/30/16
Ad Deadline: 10/14/16

Moby Dick
Kreeger Theater
November 18 – December 24, 2016
Space Reservation: 10/21/16
Ad Deadline: 11/4/16

Roe
Kreeger Theater
January 12 – February 19, 2017
Space Reservation: 12/9/16
Ad Deadline: 12/23/16

Watch on the Rhine
Fichandler Stage
February 3 – March 5, 2017
Space Reservation: 12/23/16
Ad Deadline: 1/13/17

Intelligence
Arlene and Robert Kogod Cradle
February 24 – April 2, 2017
Space Reservation: 1/27/17
Ad Deadline: 2/10/17

A Raisin in the Sun
Fichandler Stage
March 31 – April 30, 2017
Space Reservation: 2/24/17
Ad Deadline: 3/10/17

Smart People
Kreeger Theater
April 14 – May 21, 2017
Space Reservation: 3/17/17
Ad Deadline: 3/31/17

AD RATES

Production	Print Run	Full Page Ad		Half Page Ad		Quarter Page Ad	
		Color	B&W	Color	B&W	Color	B&W
<i>Born For This: The Bebe Winans Story</i>	30,000	\$1,200	\$1,000	\$700	\$500	\$500	\$300
<i>The Little Foxes</i>	25,000	\$1,200	\$1,000	\$700	\$500	\$500	\$300
<i>A Year of Magical Thinking</i>	10,000	\$800	\$600	\$500	\$300	N/A	N/A
<i>Carousel</i>	50,000	\$1,900	\$1,600	\$1,200	\$1,000	\$700	\$500
<i>Moby Dick</i>	20,000	\$1,200	\$1,000	\$700	\$500	\$500	\$300
<i>Roe</i>	25,000	\$1,200	\$1,000	\$700	\$500	\$500	\$300
<i>Watch on the Rhine</i>	25,000	\$1,200	\$1,000	\$700	\$500	\$500	\$300
<i>Intelligence</i>	8,000	\$1,000	\$800	\$650	\$450	N/A	N/A
<i>A Raisin in the Sun</i>	25,000	\$1,200	\$1,000	\$700	\$500	\$500	\$300
<i>Smart People</i>	25,000	\$1,200	\$1,000	\$700	\$500	\$500	\$300

AD DIMENSIONS & FILE SPECIFICATIONS

Finished Program (Trim) Size: 6" x 9"
Full-page ad without bleeds: 5.5" x 8.5"

Full-page ad with bleeds: 6.25" x 9.25" with .125" bleed on all sides; all essential text and images at least .25" inside the trim area.

Half-Page: 5.5" x 4.1875"
Quarter-Page: 2.6875" x 4.1875"

File Specifications: We accept digital media on disk or via email. Your file should be submitted as a high resolution (300 dpi) .pdf, .tiff, or .eps; CMYK or Grayscale mode; and 100% of the specified ad size.



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ARENA STAGE PATRON DEMOGRAPHICS

TOTAL SUBSCRIBERS (2015/16): 14,000 projected
 TOTAL VISITORS (2015): 300,000

Age	Gender	Marital Status	Children	Household Income	Residence	Education
18-24: 5%	Female: 53%	Married: 66%	Children Present: 31%	\$49,999 and under: 10%	DC: 24%	High School: 31%
25-34: 11%	Male: 47%	Single: 34%	None: 69%	\$50,000-99,999: 34%	VA: 29%	College: 27%
35-44: 12%				\$100,000 and over: 56%	MD: 31%	Grad. School: 42%
45-54: 18%					Other: 16%	
55-64: 24%						
65+: 30%						

Source: Target Resource Group, July 2012

2015/16 ADVERTISING CONTRACT

Please complete and return this form to Anna Russell at arussell@arenastage.org.

Company Name _____
 Contact Name _____
 Title _____
 Address _____
 City _____ State _____ ZIP _____
 Phone _____
 E-mail _____
 Payment (check one) Check (payable to Arena Stage) Visa MasterCard American Express
 Name on Credit Card _____
 Credit Card Number _____
 Expiration Date _____ CCV _____ Billing ZIP _____

Program(s)

- Born For This: The BeBe Winans Story
- The Little Foxes
- The Year of Magical Thinking
- Carousel
- Moby Dick
- Roe
- Watch on the Rhine
- Intelligence
- A Raisin in the Sun
- Smart People

Size: Full Page 1/2 Page 1/4 Page Color Black & White

Cost: _____
 (to be completed by Arena Stage representative)

Please send payment to: Arena Stage, Attn: Program Advertising, 1101 Sixth St., SW, Washington, DC 20024

The Advertiser hereby authorizes and directs Arena Stage to publish advertising in the issues and programs specified pursuant to the terms and conditions set forth in this agreement. Arena Stage agrees to run an advertisement for the aforementioned Advertiser. Payment in full is due within 30 days of publication for returning advertisers. For first time advertisers, payment is due when artwork is due. Please make checks payable to Arena Stage. Content of ad is subject to approval by Arena Stage. Arena Stage reserves the right not to print the advertisement for failure to receive ad copy by the Material Due Dates. If the required production materials are not supplied by Advertiser, then advertiser will be charged for Arena Stage creating the necessary material(s). Mechanical reproductions and specifications are indicated on the attached specifications page. Liability for mistakes is limited to amounts paid hereunder. Any amounts past due shall be non-assignable and non-cancelable. Any amounts past due shall be subject to interest at the rate of 1.5% per month or the maximum legal rate of interest allowed by law.

The parties signing below warrant and represent that they have the authority to enter into this agreement.

Authorized Signature _____ Date _____
 Print Name _____ Title _____
 Arena Stage Rep _____ Date _____

