

# A COLOURFUL NEW SEASON!



## SUDBURY THEATRE CENTRE PROGRAM ADVERTISING GUIDE

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## a dramatic way to reach your audience.

As Northern Ontario's premier professional theatre, Sudbury Theatre Centre offers you access to a diverse audience of over 30,000 arts patrons each and every season.

With flexible and affordable solutions coupled with theatre tickets to our Colourful New 2014.2015 Season, STC offers you powerful ad positioning and targeting to a receptive and engaged demographic.

Our expanded season lineup offers 10 unique productions in which to advertise. We have also reduced our standard advertising rates across the board by 15% making it more affordable than ever to get exposure.

Whether you choose a single ad in a production program matching your particular clientele, or opt for a season-long package, STC advertising offers some of the best value and "bang for your buck" available.

Give your communications strategy a dramatic boost this season!

### 2014.2015 SEASON

**MAINSTAGE PRODUCTIONS** 1,500+ circulation each

**THE ROCKY HORROR SHOW** 25 SEP to 18 OCT 2014

A comic musical salute to B horror movies, this is one of the most popular musicals of all time.

**ANOTHER HOME INVASION** 23 OCT to 1 NOV 2014

This riveting and often comic story reflects the challenges of one of the greatest transitions of life.

**MOURNING DOVE** 22 JAN to 1 FEB 2015

Traveling the gamut from playful to gut wrenching, this play touches your heart while it challenges your thinking.

**A BRIMFUL OF ASHA** 24 FEB to 1 MAR 2015

A comedy that has left a trail of laughter across the nation. A run-away hit.

**RED** 26 MAR to 4 APR 2015

An intense and exciting drama filled with heated debates and fierce ideological clashes.

**IN PIAZZA SAN DOMENICO** 23 APR to 15 MAY 2015

This fast-paced comedy of errors makes everyone wish they were Italian.

**EXTRA OFFERINGS** 1,000+ circulation each

**MIRACLE ON 34TH STREET** 21 NOV to 14 DEC 2014

**WICHITA LINEMAN: THE MUSIC OF GLEN CAMPBELL** 6 & 7 MAR 2015

**CHARLIE AND THE CHOCOLATE FACTORY** 7 FEB 2014

**THERE'S A MOUSE IN MY HOUSE** 23 & 24 MAY 2015

**full page**

4.83" x 7.83" / 29p x 47p

**quarter page**

2.33" x 3.83" / 14p x 23p

**half page**

4.83" x 3.83" / 29p x 23p

Actual page size is 5.5" x 8.5".

**All ad bookings include a compliment of STC tickets!**

**FULL SEASON PACKAGE** (6 mainstage programs) ←

Full Page	\$1403	4 subscriptions
Half Page	\$939	3 subscriptions
Quarter Page	\$704	2 subscriptions

**save 15% off  
single ad cost!**

**SINGLE ADS** (one mainstage program) ←

Full Page	\$275	4 tickets
Half Page	\$184	3 tickets
Quarter Page	\$138	2 tickets

**new low prices!  
15% discount over  
last season**

**EXTRA OFFERING ADS** (one program) ←

Full Page	\$138	2 tickets
Half Page	\$92	2 tickets
Quarter Page	\$69	1 ticket

**extend your  
reach!**

All prices indicated above include HST.

Artwork must be submitted as a grayscale print resolution (300 d.p.i.) PDF file. Ads with a white background will have a 0.5 pt. solid black border added in the interest of continuity.

Artwork should be carefully proofed before submission. No prepress proofs will be provided in advance of printing. STC reserves the right to determine ad positioning within program.

