

Dear Advertisers,

After our return to our full season schedule this past summer, we are excited to be planning another summer of top-notch musical theatre in 2023.

Mac-Haydn Theatre leads the way with dynamic, professional musical theatre programming, attracting audience members from all over Columbia County, the Capital District, the Berkshires and beyond. These audiences include area residents, vacationers, second home owners, and travel groups. Our complimentary playbill is distributed to every patron who attends one of our shows.

#### **Playbill Ad Benefits**

- Gain visibility in our season playbill, appearing for 3+ months, at 7 mainstage shows and over 100 performances
- Expose your business to 15,000 patrons each season
- Support the prosperity of American musical theatre, while raising the profile of your business
- Sustain your ad presence long after the summer season, as many of our patrons keep their playbills as souvenirs all year

Last season, over 50 percent of our tickets were purchased online. As our online presence expands, so do the opportunities for digital advertising on our various platforms!

#### **Digital Ad Benefits**

- Homepage Logo: 15,000 visits per month during the summer season. 500 potential customers a day! Your business logo is linked directly to your website.
- E-Newsletter Ad Campaign: Reach your customers in their inbox by placing an ad in our e-newsletter campaigns, to more than 9,000 e-newsletter subscribers throughout the season. Link directly to your business website. Limited quantity of campaigns available - inquire today!
- Restaurant Recommendation Page: The number-one question asked during our season is "Where should I get lunch/dinner before the show?" Be one step ahead of our patrons by adding your restaurant to our Recommendations page on our website, which patrons will be directed to when ordering tickets online.
- Lobby Screen Advertising: Advertise on the large screen located in our main lobby - a central location visible to patrons entering and exiting the theatre, making a purchase at our box office, or grabbing a bite from concessions. Your ad will run continuously in our loop for a 2-week show run of your choosing, at every performance.

Reserve now and take advantage of our **EARLY BIRD SPECIAL** as a thank you for your continued support. Reserve your ad space by **January 15, 2023** and pay the EARLY BIRD PRICE. That's up to **10% off** the regular rate.

You will find everything you need to know about how to advertise with us on the attached materials. For more information on these great ways to support Mac-Haydn while benefiting your own business, contact Amanda Calvin at [acalvin@machaydntheatre.org](mailto:acalvin@machaydntheatre.org) or 518-567-6907.

We look forward to working together!

Sincerely,

**Amanda Calvin**

Promotions & Patron Services Manager

## 2023 ADVERTISING RESERVATION FORM

PRINT	REGULAR RATE	EARLY BIRD RATE	DIGITAL	REGULAR RATE	EARLY BIRD RATE
FULL PAGE (5½ x 8½")	<input type="radio"/> \$1,100	<input type="radio"/> \$1000	E-Newsletter (starting at)	<input type="radio"/> \$200	<input type="radio"/> \$180
HORIZONTAL HALF PAGE (5 x 3¾")	<input type="radio"/> \$650	<input type="radio"/> \$585	Website Homepage Ad	<input type="radio"/> \$200	<input type="radio"/> \$180
VERTICAL HALF PAGE (2½ x 7¾")	<input type="radio"/> \$650	<input type="radio"/> \$585	Restaurant Page	<input type="radio"/> \$200	<input type="radio"/> \$180
QUARTER PAGE (2½ x 3¾")	<input type="radio"/> \$350	<input type="radio"/> \$315	Lobby Screen (starting at)	<input type="radio"/> \$200	<input type="radio"/> \$180
EIGHTH PAGE (2½ x 2")	<input type="radio"/> \$300	<input type="radio"/> \$270			
INSIDE FRONT COVER (includes full-color)	<input type="radio"/> +\$100				
INSIDE BACK COVER (includes full-color)	<input type="radio"/> +\$100				
BACK COVER (includes full-color)	<input type="radio"/> +\$400				
			<b>DIGITAL TOTAL</b>	_____	
			<b>GRAND TOTAL</b>		
<b>PRINT TOTAL</b>	_____				

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

Charge my credit card  
 all major cards accepted

My check is enclosed  
 payable to: Mac-Haydn Theatre

EARLY BIRD SPACE RESERVATION  
 AND PAYMENT DUE:  
**January 15, 2023**

ALL SPACE RESERVATIONS  
 AND PAYMENTS DUE:  
**May 1, 2023**

ALL AD ART DUE:  
**May 1, 2023**

CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_ / \_\_\_\_ CCV \_\_\_\_\_

COMPANY \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

\*We reserve the right to review and edit any ad content.

## PRINT SPECIFICATIONS AND INSTRUCTIONS

**All ads submitted must adhere to the following specifications. There will be a \$50.00 design fee for any ad requiring adjustments or modification.**

**ACCEPTED MEDIA:** E-mail, web-based file transfer (i.e. <http://www.wetransfer.com>).  
Contact: [pcolarusso@machaydntheatre.org](mailto:pcolarusso@machaydntheatre.org) for delivery

**FILE FORMATS ACCEPTED:** PDF only, all fonts embedded.

**GRAPHICS RESOLUTION:** Images must be provided as Grayscale (or CMYK if color) 300 dpi when reproduced at 100%.

**LIVE AREA:** Please maintain a safety margin of at least 1/16" between any live matter and trim.

**FULL PAGE:**

Trim: 5½ x 8½"  
Bleed: 5¾ x 8¾"

**HOR. HALF PAGE:**

Trim: 5 x 3⅞"  
Bleed: 5¼ x 4⅛"

**VER. HALF PAGE:**

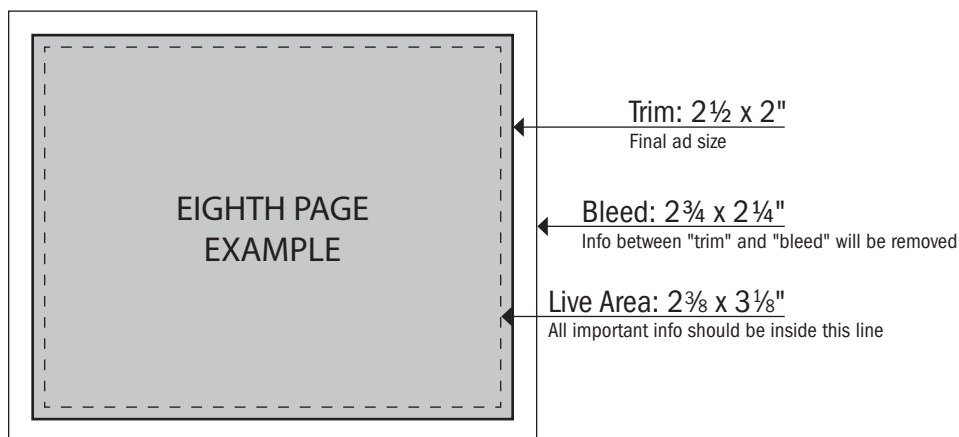
Trim: 2½ x 7¾"  
Bleed: 2¾ x 8"

**QUARTER PAGE:**

Trim: 2½ x 3⅞"  
Bleed: 2¾ x 4⅛"

**EIGHTH PAGE:**

Trim: 2½ x 2"  
Bleed: 2¾ x 2¼"



## DIGITAL OPTIONS

### Website:

Advertise on our website homepage. 15,000 visits per month during the summer season. 500 potential customers a day! Your business logo is linked to your website.

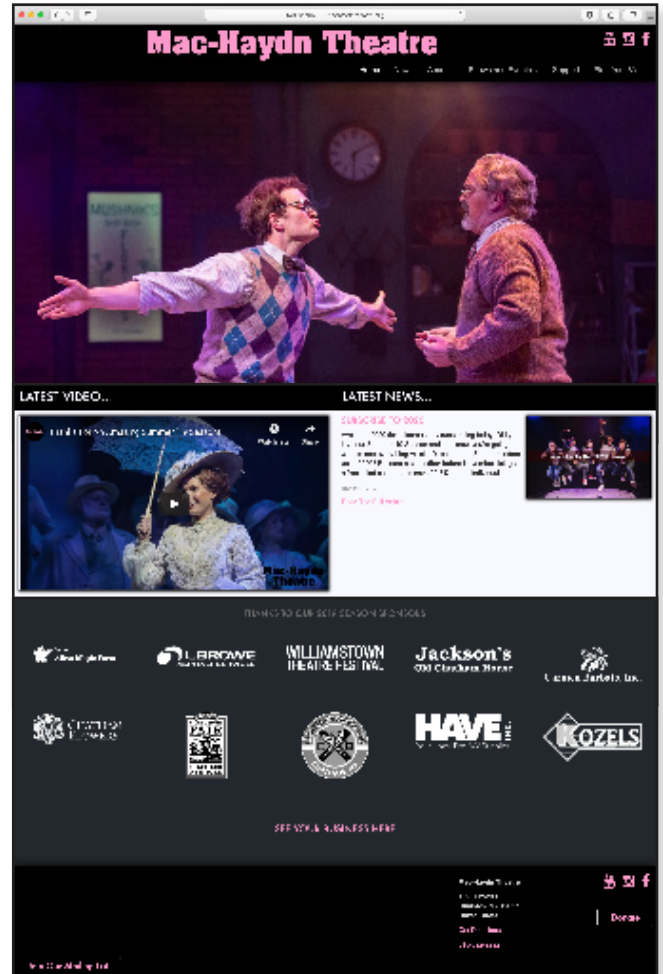
Digital Logo Size: 600 x 1080px

### Restaurant Recommendation Page:

The number-one question asked during our season is “Where should I get lunch/dinner before the show?” Be one step ahead of our patrons by adding your restaurant to our Recommendation page on our website, which patrons will be directed to when ordering tickets online.

The Restaurant Recommendation page ad placement will contain a link to your website, a brief description of your menu offerings and your hours, as well as your business logo.

Digital Logo Size: 600 x 1080px  
100-word menu offerings description



### Lobby Screen Advertising:

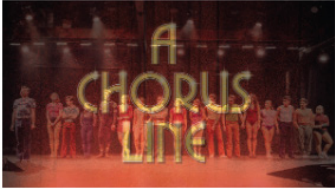
Advertise on the large screen located in our main lobby - a central location visible to patrons entering and exiting the theatre, making a purchase at our box office, or grabbing a bite from concessions. Your ad will run continuously in our loop for a 2-week show run of your choosing, at every performance.

Digital file dimensions: 1200w x 800h

## DIGITAL OPTIONS (CONTINUED)

**Mac-Haydn Theatre**

*Final Week of A Chorus Line!*



Dear Mac-Haydn Community,

It's hard to believe we begin our second and final week of [A Chorus Line](#) today!


Audiences are raving about the incredible talent in this special season-opener, and we couldn't have asked for a more successful first week of performances.

Tickets are selling fast for this spectacular production that critics are calling 'nothing less than glorious.' Don't miss your chance to become part of 'The Line' here at the Mac-Haydn!

Reserve your seats now by clicking below or calling our box office at 518-392-9292.

[Buy Tickets For A Chorus Line](#)

[Read the Reviews](#)



**Life is beautiful at**  
Eddy Hawthorne Ridge

Call (518) 279-5502 to schedule your tour!

Independent Living | Assisted Living | Memory Care  
30 Community Way, East Greenbush - EddyHawthorne.com - (518) 279-5502

Visit [www.machaydntheatre.org](http://www.machaydntheatre.org) for all our latest news and updates.

### E-Newsletter:

Reach your customers in their inbox by placing an ad in our e-newsletter, distributed throughout the year and twice a week during our summer season.

We send at least four emails per campaign. Each "campaign" is equal to the run of a particular show in our season. For example, we will send two emails per week of the two week run of a show, therefore audiences will see your ad in their inbox four times total.

Reach over 9,000 potential customers each time we send an email blast!

Any size digital file.