

Dear Advertisers,

What a summer it was here at the Mac-Haydn Theatre! I am so excited to share with you this season's advertiser stats, reflecting a summer of sold-out audiences and the highest attendance and engagement we have seen since 2019 – in some cases, even surpassing those numbers.

2023 Season, by the Numbers

- 23,000 patrons attended the theater in 2023.
47 of our 99 total season performances were “sold out!”
- Our email list grew to 12,540 recipients.
Our email campaigns this season saw a total of 220,000 sends, receiving an average open rate of 45%, which is double the industry standard. Our average click rate is 3.37%, which is 15% above the industry standard.
- Our website, machaydntheatre.org, saw over 70,000 sessions, a 39% increase from 2022, and most excitingly, a 20% increase from 2019 – our last season unaffected by COVID-19.

Time to Renew

The Mac-Haydn Theatre leads the way with dynamic, professional musical theater programming, attracting audience members from Columbia County, the Capital District, the Berkshires and beyond. These audiences include area residents, vacationers, weekenders, and travel groups. Our complimentary playbill is distributed to every patron who attends.

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 or 518-392-9292. We look forward to working together!

Sincerely,

Amanda Calvin

Promotions & Patron Services Manager

2024 Opportunities

Playbill Ad Space

Our Season Playbill is distributed to each and every one of our patrons. In the Playbill, audiences learn more about our casts and creatives, our season of shows, and most importantly, your business!

Playbill Ad Benefits

- Gain **visibility** in our season playbill, appearing at more than 100 performances, over 3 months, at 6 Main Stage Musicals as well as our 3-show Limited Performance Series.
- **Expose** your business to **23,000 patrons** each season.
- **Support** the cultural landscape of our region, the prosperity of American Musical Theater and provide employment opportunities for artists, all while raising the profile and reputation of your business.

2024 Opportunities (Continued)

Digital Ads

In the 2023 Season, over 50% of 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:** Over 70,000 visits during the summer season. Hundreds of 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 a banner ad in our e-newsletter campaigns, sent to more than 12,000 e-newsletter subscribers throughout the season. Link directly to your business website. Limited campaigns available - inquire today!
- **Restaurant Recommendation Page:** Patrons always ask "Where should I get lunch/dinner before the show?" Help them find you by adding your restaurant to our Recommendations page on our website.
- **Lobby Screen Advertising:** Advertise on the large screen located in our main lobby - a central location visible to patrons entering and exiting the theater, making a purchase at our box office, or grabbing a bite from concessions. Your ad will run continuously in our loop for a two-week or three-week show run of your choosing, at every performance.

Sponsorship *NEW*

Interested in taking your support to the next level? Sponsor an actor, a design department, or an entire production and be recognized in our promotional materials and programs.

Sponsorship Benefits

- **Sponsor a Mainstage Production:** Sponsor the production of one of our Mainstage Musicals! Choose which show you'd like to sponsor, and see your Business' name acknowledged in our program, promotional poster, and lobby screen for the run of the show. Your Business' name will also be acknowledged in the pre-show announcement before every performance in the show's run. \$10,000 per Sponsorship.
- **Sponsor an Actor:** Sponsor a Union or Non-Union Actor of your choice for the duration of one 2 or 3-week production. See your Business' name displayed as the Actor's Sponsor in our program, and spend some face time with the Actor during their contract. Boost your impact by sponsoring a *Season Company Member*, and support one resident actor for the entire summer! Sponsorships starting at \$2,400.
- **Sponsor a Director:** Sponsor a Director of your choice for one production in our season. See your Business' name displayed as the Director's Sponsor in our program, and spend some face time with the Director during their contract. Sponsorships starting at \$2,000.
- **Sponsor a Design Department:** Sponsor a Design Department of your choice for one production in our season. Choose from Lighting, Costumes, Sets, Sound, Props, and Wigs & Makeup, and see your Business' name displayed as a Sponsor in our program, place a free ad on our Lobby Screen for the duration of the show's run. For Set, Costume and Lighting Sponsorships, your Business' name will be acknowledged in the pre-show announcement before every performance in the show's run. Sponsorships starting at \$300.

2024 ADVERTISING RESERVATION FORM

| PRINT | REGULAR RATE |
|--|-------------------------------|
| Full Page (5½ x 8½") | <input type="radio"/> \$1,100 |
| Horizontal Half Page (5 x 3⅞") | <input type="radio"/> \$650 |
| Vertical Half Page (2½ x 7¾") | <input type="radio"/> \$650 |
| Quarter Page (2½ x 3⅞") | <input type="radio"/> \$350 |
| Eighth Page (2½ x 2") | <input type="radio"/> \$300 |
| Inside Front Cover - Full Page* | <input type="radio"/> \$1,500 |
| Inside Front Cover - Half Page* | <input type="radio"/> \$750 |
| Inside Back Cover - Full Page* | <input type="radio"/> \$1,500 |
| Inside Back Cover - Half Page* | <input type="radio"/> \$750 |
| Back Cover - Full Page Only* (*includes full-color) | <input type="radio"/> \$2,000 |
| PRINT TOTAL _____ | |

| DIGITAL | REGULAR RATE |
|--|-----------------------------|
| E-Newsletter* | <input type="radio"/> \$200 |
| Website Homepage Ad | <input type="radio"/> \$200 |
| Restaurant Page | <input type="radio"/> \$200 |
| Lobby Screen* | <input type="radio"/> \$200 |
| *Productions with 3-week runs will increase the campaign cost by 30% | |
| DIGITAL TOTAL _____ | |

| SPONSORSHIP | |
|---|-----------------------|
| Please indicate which sponsorships you are interested in, and a member of our team will reach out with details. | |
| Mainstage Production (\$10,000) | <input type="radio"/> |
| Actor (\$2,400+) | <input type="radio"/> |
| Director (\$2,000+) | <input type="radio"/> |
| Design Department (\$300+) | <input type="radio"/> |

SIGNATURE _____ DATE _____

Charge my credit card
 all major cards accepted

My check is enclosed
 payable to: Mac-Haydn Theatre

GRAND TOTAL

CARD NUMBER _____

EXPIRATION DATE ____ / ____ CCV _____

COMPANY _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

EMAIL _____

ALL SPACE RESERVATIONS AND PAYMENTS DUE:
April 30, 2024

*ALL AD ART DUE:
April 30, 2024

*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 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:

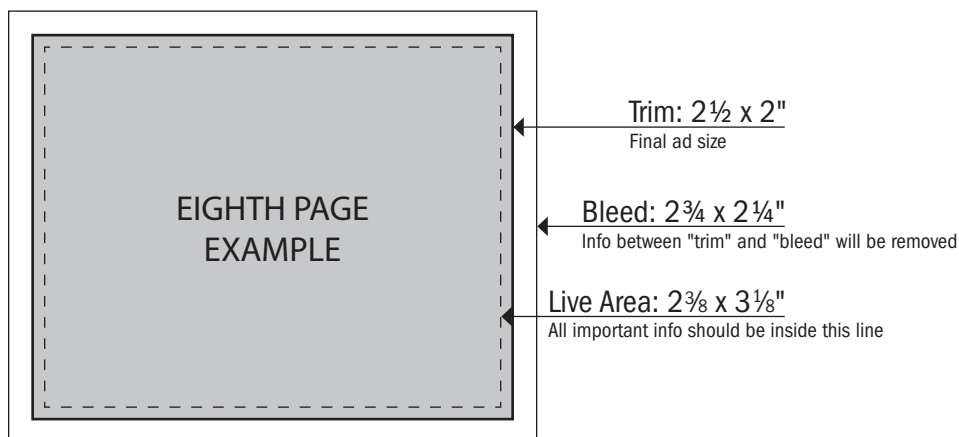
Trim: 2½ x 7¾"
Bleed: 2¾ x 8"

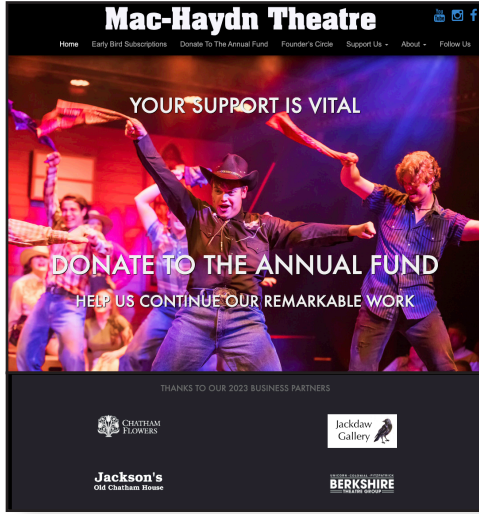
QUARTER PAGE:

Trim: 2½ x 3⅞"
Bleed: 2¾ x 4⅛"

EIGHTH PAGE:

Trim: 2½ x 2"
Bleed: 2¾ x 2¼"



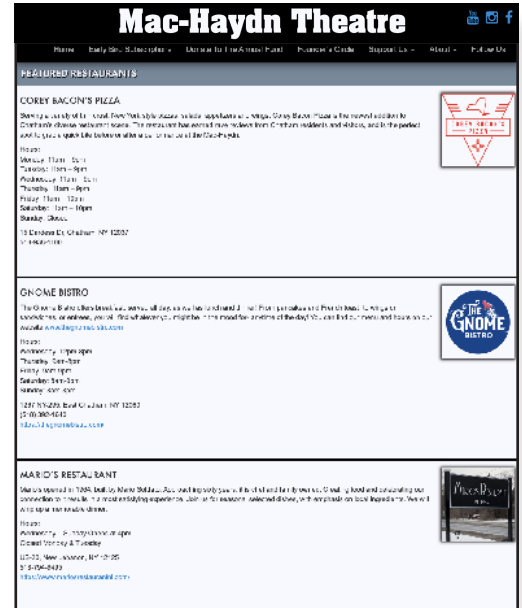


Website:

Advertise on our website homepage.
Digital Logo Size: 600 x 1080px

Restaurant Recommendation Page:

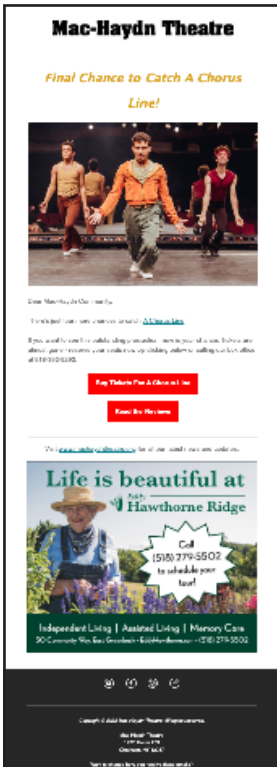
The Restaurant Recommendation page ad placement will contain a link to your website, a brief description of your menu offerings and your hours, and your logo. Your business will also be included in our pre-show emails to ticketholders.
Digital Logo Size: 600 x 1080px



DIGITAL SPECIFICATIONS AND EXAMPLES

E-Newsletter:

Your banner ad will appear at the bottom of our email campaign newsletter.
Banner size high-resolution digital file.



Lobby Screen Advertising:

Advertise on the large screen located in our main lobby.
Digital file dimensions: 1200w x 800h

