

## 2025 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 2-show limited performance series.
- Expose your business to more than 30,000 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.

### Digital Ads

In the 2024 Season, more than 55% 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 13,000 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.

### Sponsorships \*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.**

## 2025 ADVERTISING RESERVATION FORM

PRINT	REGULAR RATE	EARLY BIRD RATE
Full Page (5½ x 8½")	<input type="radio"/> \$1,100	<input type="radio"/> \$1000
Horizontal Half Page (5 x 3¾")	<input type="radio"/> \$650	<input type="radio"/> \$585
Vertical Half Page (2½ x 7¾")	<input type="radio"/> \$650	<input type="radio"/> \$585
Quarter Page (2½ x 3¾")	<input type="radio"/> \$350	<input type="radio"/> \$315
Eighth Page (2½ x 2")	<input type="radio"/> \$300	<input type="radio"/> \$270
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	
<b>PRINT TOTAL</b> _____		

DIGITAL	REGULAR RATE	EARLY BIRD RATE
E-Newsletter*	<input type="radio"/> \$200	<input type="radio"/> \$180
Website Homepage Ad	<input type="radio"/> \$200	<input type="radio"/> \$180
Restaurant Page	<input type="radio"/> \$200	<input type="radio"/> \$180
Lobby Screen*	<input type="radio"/> \$200	<input type="radio"/> \$180
<small>*Productions with 3-week runs will increase the campaign cost by 30%</small>		
<b>DIGITAL TOTAL</b> _____		

**SPONSORSHIP**  
 Please indicate which sponsorships you are interested in, and a member of our team will reach out with details.

Mainstage Production (\$10,000)

Actor (\$2,400+)

Director (\$2,000+)

Design Department (\$300+)

**Ad space reservations:** Contact Barbara Peduzzi, barbara.machaydn@gmail.com

**Technical, design, or delivery instruction questions:**

Contact Paul Colarusso, pcolarusso@machaydntheatre.org

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

Charge my credit card  
 all major cards accepted

My check is enclosed  
 payable to: Mac-Haydn Theatre

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

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

COMPANY \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

**GRAND TOTAL**

EARLY BIRD SPACE RESERVATION AND PAYMENT DUE:  
**March 14, 2025**

ALL SPACE RESERVATIONS AND PAYMENTS DUE:  
**April 24, 2025**

\*ALL AD ART DUE:  
**April 24, 2025**

\*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:

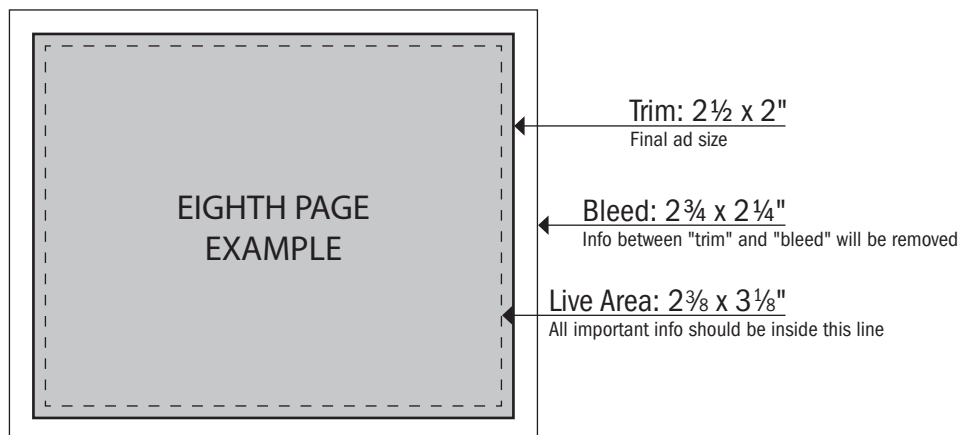
Trim: 2½ x 7¾"  
Bleed: 2¾ x 8"

### QUARTER PAGE:

Trim: 2½ x 3⅞"  
Bleed: 2¾ x 4⅛"

### EIGHTH PAGE:

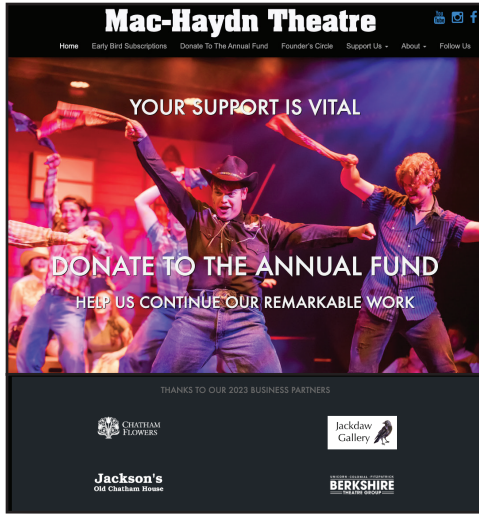
Trim: 2½ x 2"  
Bleed: 2¾ x 2¼"



# Mac-Haydn Theatre

1925 ROUTE 203, PO BOX 204, CHATHAM, NY 12037  
 (518) 392-9292 WWW.MACHAYDNTHEATRE.ORG  
 A 501(C)3 NON-PROFIT CORPORATION

JOHN SAUNDERS  
 PRODUCING ARTISTIC DIRECTOR



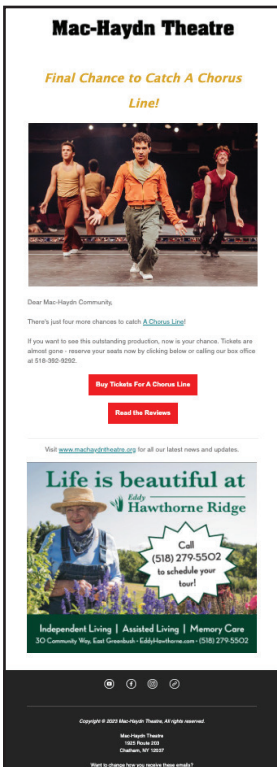
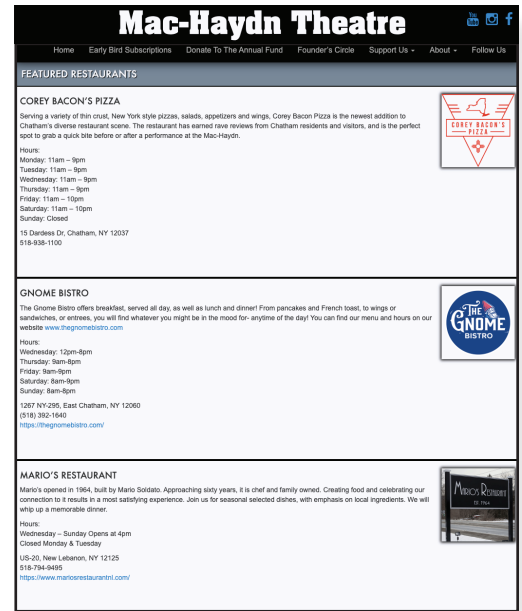
Website:

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.

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

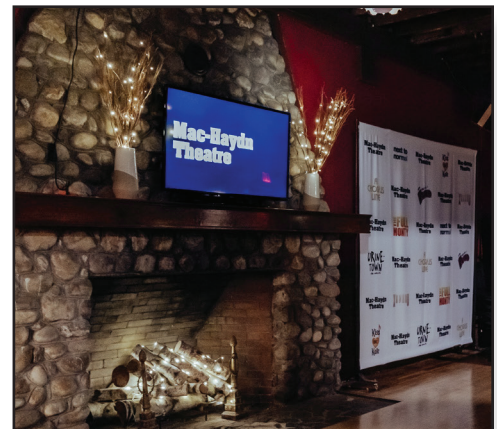


E-Newsletter:

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**



## DIGITAL SPECIFICATIONS AND EXAMPLES