



# Advertising Fact Sheet

2016-2017 Season

ASP is eager to work with local businesses via paid or in-kind advertising partnerships. Your paid ad helps ASP, a registered 501(c)3, redirect resources toward enhancing exposure of our programs that positively impact our communities! Here are some of the assets we have to offer; additional opportunities, including co-branded print collateral and media campaign sponsorship, can be coordinated via the contact below.

## Program ad specs:

- Quarter page vertical: max. (w) 2.375 in. x (h) 3.5875 in. → \$200 per program or \$150 for 2+ programs
- Half page horizontal: max. (w) 4.875 in. x (h) 3.875 in. → \$400 per program or \$350 for 2+ programs
- Full page: (w) 4.875 in. x (h) 7.875 in. → \$800 per program or \$750 for 2+ programs\*
  - With full bleed: (w) 5.375 in. x (h) 8.375 in. + add .125 in bleed
- Program sponsorship: full-color, full page ad plus grayscale ads where space available → \$2,000 per program\*

Electronic files are preferred. All ads are grayscale with the exception of inside front or back pages (please contact to receive pricing and to reserve in advance). We accept grayscale or CMYK files in PDF format, optimized for print, all fonts embedded.

Our plays run for at least four weeks each. Please note that while our approximate total audience for a season is between 10,000 and 15,000, each production's audience size varies due to the capacity of the different venues at which ASP performs.

## E-blast real estate:

- \$75 per e-blast item = 1 week appearance

To be inserted as jpeg; banner goes across bottom of e-blast (unless arranged otherwise); 700x250. E-blasts are typically sent on Thursdays; art files are required by the preceding Monday.

## \*Complimentary tickets to balance out in-kind trades if needed, and in appreciation of full-page or full-program sponsorships:

- 2 tickets for the play x \$50 each = \$100 value
- For full-program sponsors: 4 tickets for the play x \$50 each = \$200 value

## Important dates:

<i>Hamlet</i>	October 5 - November 6 at the Church of the Covenant, Boston	Program ad due September 2
<i>The Tempest</i>	December 1 - January 8 at Willet Hall at United Parish, Brookline	Program ad due October 28
<i>Edward II</i>	February 22 - March 19 at a venue TBA	Program ad due January 20
<i>A Midsummer Night's Dream</i>	May 10 - June 4 at Cambridge Multicultural Arts Center	Program ad due April 7

**Questions?** Please contact Mia Tavan at [mia@actorsshakespeareproject.org](mailto:mia@actorsshakespeareproject.org) or 617.776.2200 x227.

**Join us for our 2016-2017 Season: Family Fault Lines!**