

# ADVERTISE

in our season playbill!

## Reach a broad audience

Place your advertisement in front of the most engaged and involved people on the Southcoast! The Z's diverse programming attracts a large patron base from within a 30 mile radius around New Bedford, as well as performing arts fans from greater metropolitan areas like Providence, Boston, Hartford, Maine and more.

## Let us tweet, post and instagram about you

All playbill ad contracts include a social media presence highlighting your business on our popular and highly followed Twitter, Facebook and Instagram accounts.

## Enjoy the view

With our newly designed and easy to navigate website, your business listing or ad will be viewed regularly by a constant flow of unique visitors. All playbill ad sizes come with a clickable link listing on our Business Partner Page.

## Ready, set, blast off!

We land in over 32,000 email inboxes every time we send an e-blast to our e-news subscribers. Let us feature your ad in one of our weekly or dedicated e-blasts two, four, six or eight times a season, depending on your choice of ad size bundle.

## Full color visibility all season long

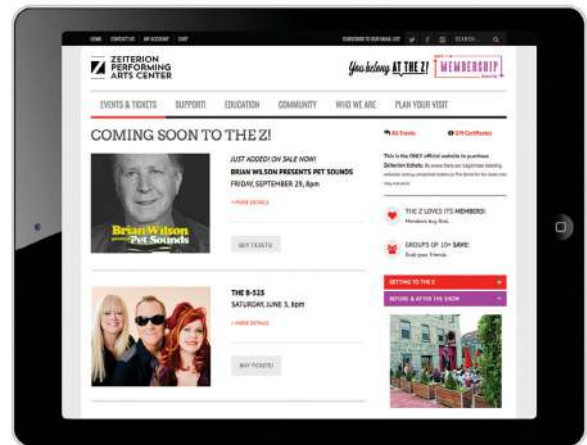
Your advertisement in the Zeiterion playbill will be seen by over 30,000 patrons at our performances all season long. From September through May, the focus will be on your business ad as our theatre-goers browse through our high quality, full color playbill as they wait for the lights to dim and the show to begin!

## Today's special

What's on the menu for our local restaurants? A special, a la carte option package with extras that add a little spice to the key elements of the traditional program ad package. Additional opportunities for discount based programs on show nights, show sponsorship, Member Lounge sponsorship and in kind trade options are also available and will help to keep your tables full and servers happy.

## Help build a better Z

In addition to boosting your brand to thousands of patrons all season, your purchase of an ad in The Zeiterion playbill is a commitment to partnering and supporting a non-profit organization dedicated to inspiring, educating, engaging and entertaining our community.



**EASY AND AFFORDABLE MONTHLY  
INSTALLMENT PLAN AVAILABLE**  
Call or email today to reserve your ad space!

info@zeiterion.org | 508-997-5664 x123

RESERVATION AND ARTWORK DEADLINE: August 10, 2018

**EASY AND AFFORDABLE MONTHLY  
PAYMENT PLAN AVAILABLE!**  
**Call or email today to reserve your ad space!**

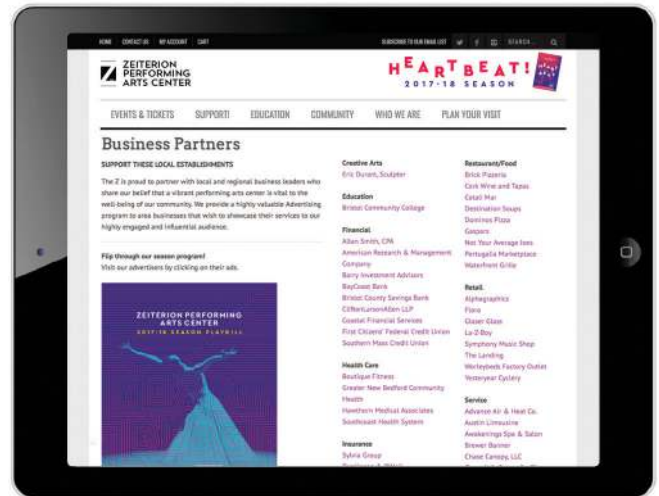
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**PROGRAM ADVERTISING OPPORTUNITIES FOR 2017-18**

<b>Z Playbill Ad (Full Page) with Social Media &amp; Website Promotion</b>	\$2000
Full Page 4.375" x 7.375" Full Color Playbill Ad	
Clickable link on Z website Business Partner Page	
Playbill ad featured in our electronic online brochure	
Featured ad in weekly show related e-blasts 8x per season	
Business Profile Social Media Spotlight on 3 platforms: Facebook, Twitter, Instagram	
<b>Z Playbill Ad (Half Page) with Social Media &amp; Website Promotion</b>	\$1300
Half Page 4.375" w x 3.5" h or 2" w x 7.375" h Full Color Playbill Ad	
Clickable link on Z website Business Partner Page	
Playbill ad also featured in our electronic online brochure	
Featured ad in weekly show related e-blasts 4x per season	
Business Profile Social Media Spotlight on 3 platforms: Facebook, Twitter, Instagram	
<b>Z Playbill Ad (Quarter Page) with Social Media &amp; Website Promotion</b>	\$700
Quarter Page 4.375" w x 1.625" h or 2" w x 3.5" h Full Color Playbill Ad	
Clickable link on Z website Business Partner Page	
Playbill ad also featured in our electronic online brochure	
Featured ad in weekly show related e-blasts 2x per season	
Business Profile Social Media Spotlight on 3 platforms: Facebook, Twitter, Instagram	
<b>NEW! Z Playbill Ad (Eighth Page) with Social Media &amp; Website Promotion</b>	\$350
Eighth Page 2" w x 1.625" h Full Color Playbill Ad	
Clickable link on Z website Business Partner Page	
<b>NEW!</b> Playbill ad featured in our electronic online brochure	
<b>NEW!</b> Business Profile Social Media Spotlight on 3 platforms: Facebook, Twitter, Instagram	



<b>Restaurant Advertising</b>	<b>NEW! A LA CARTE MENU OPTIONS</b>
Eighth Page 2" w x 1.625" h Full Color Playbill Ad	\$350
Clickable link on Z website Business Partner Page	
Playbill ad featured in our electronic online brochure	
Business Profile Social Media Spotlight on 3 platforms: Facebook, Twitter, Instagram	
<b>ADDED BONUS!!</b> Clickable link to business site on the Z's "Plan Your Visit" web page	
Clickable Link On Pre-Show E-Blasts	\$200
Includes recommendations for where to go before/after the show	
All of the above, plus Box Office Referrals ( <b>Save \$50!</b> )	\$500

Ads may be submitted as  
**PDF, EPS, AI, TIFF** or **JPG** files.

Scale should be **100%**  
of print size.

JPG Resolution must be  
**300 dpi**.

Color space must be grayscale  
or CMYK. **No RGB files or  
spot colors!**

Fonts must be **converted to  
outlines** in EPS and AI files,  
or **embedded** in PDF files.

### **DIMENSIONS**

Please submit one of these sizes:

**Eighth-page:** 2" x 1.625"h

**Quarter-page Vertical:** 2" x 3.5"h

**Quarter-page Horizontal:**  
4.375"w x 1.625"h

**Half-page Vertical:**  
2"w x 7.375"h

**Half-page Horizontal:**  
4.375" x 3.5"h

**Full-page** (no-bleed):  
4.375" x 7.375"

**Back cover** - Season sponsor:  
5.625" x 8.625" includes bleeds  
(5.375" x 8.375" trim size)



**Full-page** 4.375" x 7.375"

**Page size** 5.375" x 8.375"

**Quarter-page Vertical**  
2" x 3.5"h

**Half-page Vertical**  
2"w x 7.375"h

**Quarter-page Horizontal**  
4.375"w x 1.625"h

**Half-page Horizontal**  
4.375" x 3.5"h

**Eighth-page**  
2"w x 1.625"h

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RESERVATION AND ARTWORK DEADLINE: August 10, 2018

Submit your artwork to: 929@mediumstudio.com