



WEATHERVANE THEATRE

SEASON 58 PLAYBILL ADVERTISING RATES

WeatherVane has been bringing Broadway to the White Mountains since 1966 thanks to the community support of local businesses. This season WeatherVane's season will span over 4 months (June 8 - October 14) and present 10 different Mainstage productions - 8 in our standard rep season and 2 as a standalone (*Jersey Boys* & *Primary*). This year there will be 2 playbills and as an advertiser you can choose to participate in our standard rep season playbill only or you can add our souvenir *Jersey Boys* playbill for a nominal upcharge. For as low as \$75 businesses can be featured in one of our playbills that will be passed out to the 10,000+ visitors from near and far who will come through our barn doors this season. Book early and secure our lowest prices.

FULL SEASON ADVERTISING - June 9 - October 14

Advertise in both playbills and save!

Place the same size ad in our *Jersey Boys* stand alone and rep season playbills. Save 10% with our Early Bird Discount

REP SEASON ADVERTISING - June 28 - October 14

Book by April 20th and save!

Advertise in our Rep Season only. Save 10% with our Early Bird Discount

PRICING	MEASUREMENTS	FULL SEASON 6/9 - 10/14 OPEN RATE (Book by 5/16)	FULL SEASON 6/9 - 10/14 EARLY BIRD (Book by 4/20)	REP SEASON 6/28 - 10/14 OPEN RATE (Book by 5/16)	REP SEASON 6/28 - 10/14 EARLY BIRD (Book by 4/20)
SIZE	width (wd) x hgt				
FULL PAGE (Vertical)	5.125" wd x 8.125"	\$745	\$675	\$675	\$600
HALF PAGE (Horizontal)	5.125" wd x 4"	\$515	\$465	\$460	\$415
THIRD PAGE (Horizontal)	5.125" wd x 2.625"	\$380	\$350	\$340	\$305
QUARTER PAGE (Vertical)	2.5" wd x 4"	\$280	\$255	\$255	\$230
EIGHTH PAGE (Horizontal)	2.5" wd x 1.875"	\$150	\$125	\$125	\$110
PARTNER'S DIRECTORY LISTING	N/A	\$75	\$75	\$75	\$75
COVER 2 (Inside Front)	5.125" wd x 8.125"	COLOR: \$1250 BW: \$990	COLOR: \$1125 BW: \$900	COLOR: \$1150 BW: \$885	COLOR: \$1025 BW: \$800
COVER 3 (Inside Back)	5.125" wd x 8.125"	COLOR: \$1125 BW: \$895	COLOR: \$1025 BW: \$795	COLOR: \$1025 BW: \$795	COLOR: \$925 BW: \$690
COVER 4 (Outside Back)	5.125" wd x 8.125"	COLOR: \$1360 BW: \$1155	COLOR: \$1230 BW: \$1050	COLOR: \$1255 BW: \$1050	COLOR: \$1125 BW: \$950

DEADLINES

	PAYMENT EARLY BIRD DISCOUNT	PAYMENT OPEN RATE	AD COPY (emailed as a PDF)
FULL SEASON	Thursday, April 20th	Tuesday, May 2nd	Wednesday, May 10th
REP SEASON	Thursday, April 20th	Tuesday, May 16th	Wednesday, May 23rd

AD COPY

- Submit as a PDF to Carrie Greenberg at marketing.weathervane@gmail.com
- Unless placing an ad for the Cover at a color rate, all ads are to be submitted in black and white
- We will make changes to existing ads at no cost when possible
- **NOTE:** if you supplied one-piece material for a prior ad we cannot always make the changes and will require a new original. All new advertising should be camera ready to size(s) indicated.
- Screened art not to exceed 133-line.
- **Partner Directory Listings** need to include **Business Name, Address, Phone, and Website Address** with payment

2023 Program Layouts

ACTUAL SIZE shown
is inclusive of border.

NO BLEED ADS.

Full information on
other side

Directory Listing 'Performance Partners' – \$75

Area listing style directory, alphabetical by company name with contact info. See below example.

WEATHERVANE PERFORMANCE PARTNERS DIRECTORY
An Area Business Listing
Cardinal Consulting
 Bethlehem, NH 03574
 508-333-4725
www.CardinalConsultingNH.com

FULL PAGE

\$600 (by 4/20/23 - Rep Only)
\$675 (by 4/20/23 - Full Season)
\$675 (after 4/20/23 - Rep Only)
\$745 (after 4/20/23 - Full Season)
 5-1/8" w x 8-1/8" h

1/2 PAGE

\$415 (by 4/20/23 - Rep Only)
\$465 (by 4/20/23 - Full Season)
\$460 (after 4/20/23 - Rep Only)
\$515 (after 4/20/23 - Full Season)

5-1/8" w x 4" h

1/4 PAGE

\$230 (by 4/20/23 - Rep Only)
\$255 (by 4/20/23 - Full Season)
\$255 (after 4/20/23 - Rep Only)
\$280 (after 4/20/23 - Full Season)
 2-1/2" w x 4" h

1/3 PAGE

\$305 (by 4/20/23 - Rep Only)
\$350 (by 4/20/23 - Full Season)
\$340 (after 4/20/23 - Rep Only)
\$380 (after 4/20/23 - Full Season)
 5-1/8" w x 2-5/8" h

1/8 PAGE

\$110 (by 4/20/23 - Rep Only)
\$125 (by 4/20/23 - Full Season)
\$125 (after 4/20/23 - Rep Only)
\$150 (after 4/20/23 - Full Season)
 2-1/2" w x 1-7/8" h

MAIL TO:

WEATHERVANE ADS at PO Box 127, WHITEFIELD, NH 03598

EMAIL TO:

marketing.weathervane@gmail.com



WEATHERVANE THEATRE

SEASON 58 PLAYBILL AD ORDER FORM

NAME _____

BUSINESS NAME _____

ADDRESS _____

WEBSITE _____

(needed only for partner directory listing orders)

PHONE _____ EMAIL _____

Please circle/highlight your choices for ad size, season(s) it will be placed, and pricing option.
With exception to the cover all ads are in black and white.

Early Bird Pricing Date (payment only): Thursday, April 20, 2023

SIZE

FULL PAGE (Vertical)

HALF PAGE (Horizontal)

THIRD PAGE (Horizontal)

QUARTER PAGE (Vertical)

EIGHTH PAGE (Horizontal)

PARTNER'S DIRECTORY LISTING

COVER 2 (Inside Front)

COVER 3 (Inside Back)

COVER 4 (Outside Back)

PLAYBILL SELECTION

FULL SEASON
(6/8-10/14)

REP SEASON
(6/28 - 10/14)

PAYMENT OPTION

EARLY BIRD
(by 4/20/23)

OPEN RATE
(after 4/20/23)

AD COPY

Please check all that apply

Same Ad/Copy as previous

Make changes as noted New

Ad Copy is Enclosed

Will arrive by 5/10 for Full Season and 5/23 for Rep Season Only

PAYMENT INFO

Check as applies:

Will pay online - please send link.

Enclosed find our payment in full for the reserved ad space indicated in the amount of \$_____
(Make Checks Payable to Weathervane Theatre)

Please send us an invoice.

Charge: VISA/MasterCard ONLY

Card Number _____ Expiration Date _____ CVV Code _____

Card Holder Name _____ Today's Date _____

Card Holder Signature _____