



WEATHERVANE THEATRE

SEASON 59 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 4 months (June 13 - October 13) and present 10 different Mainstage productions—including one global regional premiere and one premiere 4 decades in the making directed by a 2X Tony winner! Be a part of theatrical history as a Season 59 advertiser. 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.



SEASON 59 ADVERTISING - June 13 - October 13

Book by April 26th and save!

Save 10% with our Early Bird Discount

PRICING



SIZE	MEASUREMENTS width (wd) x hgt	OPEN RATE (Book by 5/10)	EARLY BIRD (Book by 4/26)
FULL PAGE (Vertical)	5.125" wd x 8.125"	\$780	\$710
HALF PAGE (Horizontal)	5.125" wd x 4"	\$540	\$490
THIRD PAGE (Horizontal)	5.125" wd x 2.625"	\$400	\$365
QUARTER PAGE (Vertical)	2.5" wd x 4"	\$300	\$270
EIGHTH PAGE (Horizontal)	2.5" wd x 1.875"	\$150	\$130
PARTNER'S DIRECTORY LISTING	N/A	\$75	\$75
COVER 2 (Inside Front)	5.125" wd x 8.125"	COLOR: \$1260	COLOR: \$1200
COVER 3 (Inside Back)	5.125" wd x 8.125"	COLOR: \$1125	COLOR: \$1075
COVER 4 (Outside Back)	5.125" wd x 8.125"	COLOR: \$1430	COLOR: \$1300

DEADLINES

PAYMENT

EARLY BIRD DISCOUNT

Friday, April 26th

PAYMENT

OPEN RATE

Friday, May 10th

AD COPY

(emailed as a PDF)

Wednesday, May 15th

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

2024 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

Cardinal Consulting
Bethlehem, NH 03574

An Area Business Listing

508-333-4725

www.CardinalConsultingNH.com

FULL PAGE

\$710 (by 4/26/24)

\$780 (after 4/26/24)

5-1/8" w x 8-1/8" h

1/4 PAGE

\$270 (by 4/26/24)

\$300 (after 4/26/24)

2-1/2" w x 4" h

1/2 PAGE

\$490 (by 4/26/24)

\$540 (after 4/26/24)

5-1/8" w x 4" h

1/3 PAGE

\$365 (by 4/26/24)

\$400 (after 4/26/24)

5-1/8" w x 2-5/8" h

1/8 PAGE

\$130 (after 4/26/24)

\$150 (after 4/26/24)

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 59 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): Friday, April 26, 2024

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)

PAYMENT OPTION

EARLY BIRD

(by 4/26/24)

OPEN RATE

(after 4/26/24)

AD COPY

Please check all that apply

Same Ad/Copy as previous

Make changes as noted New

Ad Copy is Enclosed

Will arrive by 5/15

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 _____