

WEATHERVANE THEATRE SEASON 60 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 June 25 - October 12 and present 10 different Mainstage productions! Be a part of Weathervane's Diamond Jubilee as a Season 60 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 60 ADVERTISING - June 25 - October 12

Book by May 2nd and save!

Save 10% with our Early Bird Discount

PRICING



SIZE	MEASUREMENTS width (wd) x hgt	OPEN RATE (Book by 5/16)	EARLY BIRD (Book by 5/2)
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 PAYMENT EARLY BIRD DISCOUNT OPEN RATE

AD COPY

(emailed as a PDF)

FULL SEASON

Friday, May 2nd

Friday, May 16th

Tuesday, May 20th

AD COPY

- Submit as a PDF to 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

2025 Program Layouts

ACTUAL SIZE shown is inclusive of border. NO BLEED ADS.

Full information on other side

Directory Listing 'Performance Partners' - \$75

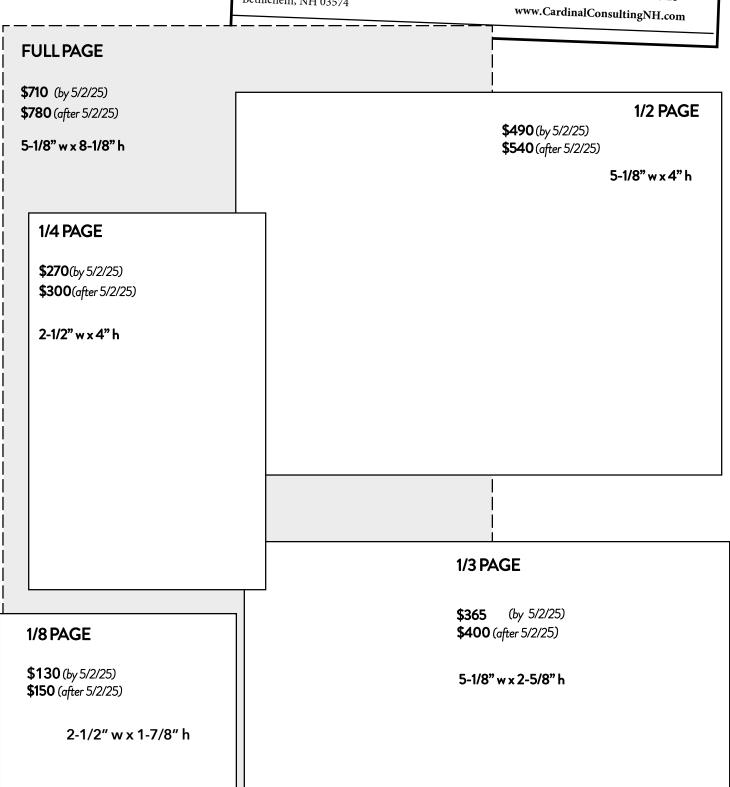
Area listing style directory, alphabetical by company name with contact info. See below example.

WEATHERVANE PERFORMANCE PARTNERS DIRECTORY An Area Business Listing

Cardinal Consulting

Bethlehem, NH 03574

508-333-4725





WEATHERVANE THEATRE SEASON 60 PLAYBILL AD ORDER FORM

NAME				
BUSINESS NAME				
ADDRESS				
WEBSITE				
(needed only for po	artner directory listing orders)			
PHONE		EMAIL		
With exception to the co	our choices for ad size, seaso ever all ads are in black and o payment only): Friday, Ma	white.	and pricing option.	
FULL PAGE (Vertical)	HALF PAGE (Horizontal)	THIRD PAGE (Horizont	al)	
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 OPEN (by 5/2/25) (after 5/2)				
AD COPY				
Please check all that apply				
Same Ad/Copy as previous	Make changes as not	ed New		
Ad Copy is Enclosed	Will arrive by 5/20			
PAYMENT INFO	<u> </u>			
Check as applies:				
Will pay online - please ser	nd link.			
Enclosed find our payment (Make Checks Payable to W	in full for the reserved ad space inc eathervane Theatre)	dicated in the amount of \$		
Please send us an invoice.				
Card Name have		mination D :	C\0/C 1	
			CVV Code	
Card Holder Name		To	day's Date	
Card Holder Signature_				