



# WEATHERVANE THEATRE

## SEASON 61 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 30 - October 11 and present **10** different Mainstage productions! Be a part of WeatherVane's 61st season as an 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 61 ADVERTISING - June 30 - October 11

**Book by May 1st and save!**

Save **10%** with our Early Bird Discount

### PRICING



SIZE	MEASUREMENTS width (wd) x hgt	OPEN RATE (Book by 5/15)	EARLY BIRD (Book by 5/1)
<b>FULL PAGE</b> (Vertical)	5.125" wd x 8.125"	<b>\$780</b>	<b>\$710</b>
<b>HALF PAGE</b> (Horizontal)	5.125" wd x 4"	<b>\$540</b>	<b>\$490</b>
<b>THIRD PAGE</b> (Horizontal)	5.125" wd x 2.625"	<b>\$400</b>	<b>\$365</b>
<b>QUARTER PAGE</b> (Vertical)	2.5" wd x 4"	<b>\$300</b>	<b>\$270</b>
<b>EIGHTH PAGE</b> (Horizontal)	2.5" wd x 1.875"	<b>\$150</b>	<b>\$130</b>
<b>PARTNER'S DIRECTORY LISTING</b>	N/A	<b>\$75</b>	<b>\$75</b>
<b>COVER 2</b> (Inside Front)	5.125" wd x 8.125"	<b>COLOR: \$1260</b>	<b>COLOR: \$1200</b>
<b>COVER 3</b> (Inside Back)	5.125" wd x 8.125"	<b>COLOR: \$1125</b>	<b>COLOR: \$1075</b>
<b>COVER 4</b> (Outside Back)	5.125" wd x 8.125"	<b>COLOR: \$1430</b>	<b>COLOR: \$1300</b>

### DEADLINES

#### PAYMENT

#### EARLY BIRD DISCOUNT

Friday, May 1st

#### PAYMENT

#### OPEN RATE

Friday, May 15th

#### AD COPY

(emailed as a PDF)

Wednesday, May 20th

### AD COPY

- Submit as a PDF to [marketing.weathervane@gmail.com](mailto: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

**2026 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** 508-333-4725  
Bethlehem, NH 03574 [www.CardinalConsultingNH.com](http://www.CardinalConsultingNH.com)

**FULLPAGE**

**\$710** (by 5/1/26)

**\$780** (after 5/1/26)

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

**1/2 PAGE**

**\$490** (by 5/1/26)

**\$540** (after 5/1/26)

**5-1/8" w x 4" h**

**1/4 PAGE**

**\$270** (by 5/1/26)

**\$300** (after 5/1/26)

**2-1/2" w x 4" h**

**1/3 PAGE**

**\$365** (by 5/1/26)

**\$400** (after 5/1/26)

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

**1/8 PAGE**

**\$130** (by 5/1/26)

**\$150** (after 5/1/26)

**2-1/2" w x 1-7/8" h**

**MAIL TO:**

WEATHERVANE ADS at PO Box 127, WHITEFIELD, NH 03598

**EMAIL TO:**

jorge@weathervanenh.org



# WEATHERVANE THEATRE

## SEASON 61 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, May 1, 2026**

### 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 5/1/26)*

**OPEN RATE**

*(after 5/1/26)*

### AD COPY

Please check all that apply

Same Ad/Copy as previous

Make changes as noted New

Ad Copy is Enclosed

Will arrive by 5/20

### 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 \_\_\_\_\_