



2019 SEASON

LEVERAGE OUR REACH

Connecticut Theatre Company is a non-profit 501(c)(3) theatrical and performing arts group serving central Connecticut.

- Performances year-round
- Variety of shows reaching diverse audiences.
- 44 performances reaching over 4200 patrons
- Special events
- Excellent digital marketing presence

SO MANY OPTIONS

From print publications - like our programs - to digital advertising, we've got you covered.

TAILORED FOR YOU

Our range of advertising options makes it easy to find the best fit for your business and budget.



Duane Campbell
Executive Director
860-223-3147

info@connecticuttheatrecompany.org

ADVERTISING

PRINT ADVERTISING

Program Ads



Program dimensions – 5.5" x 8.5"

B&W advertising section

Color Advertisement

Advertising Specifications

Ad Type/Size	Full Page	½ Page Vertical	½ Page Horizontal	¼ Page Vertical	¼ Page Horizontal
Black & White	4.84" w x 8.25" h	2.42" w x 8.25" h	4.84" w x 4.12" h	2.42" w x 4.12" h	4.84" w x 2.06" h
Full Color	5.5" w x 8.5" h	Add .25" on all four sides for full bleed; all live matter must be .25" from trim edge.			

- Publication: 5.5" x 8.5" finished booklet on 100# smooth paper stock.
- Presentation: Full color outside jacket only. Rates are based on black/white interior pages.
- Images must be either PDF, EPS, JPG or TIFF, 300dpi, black and white (unless purchasing Full Color Ad)

Advertising Rates (per insertion)

Position	1 Show	3 Shows (Save 10%)	5 Shows (Save 20%)
Full Page (Color)	\$250	\$225	\$200
Full Page (B&W)	\$100	\$90	\$80
Half Page Horizontal	\$50	\$45	\$40
Half Page Vertical	\$50	\$45	\$40
Quarter Page Horizontal	\$30	\$27	\$24
Quarter Page Vertical	\$30	\$27	\$24

Run Dates & Deadlines

Play	Scheduled Run	Artwork Deadline
Moon Over Buffalo	March 22 – March 31	March 8, 2019
Into The Woods	May 24 – June 16	May 10, 2019
Memphis	July 26 – August 18	July 12, 2019
Disaster!	October 11 – October 27	September 27, 2019
Meet Me In St. Louis	December 6 – December 22	November 22, 2019

DIGITAL ADVERTISING

Plan Your Visit Email

REACH OUR VAST NETWORK OF PAST AND PRESENT PATRONS

Our monthly **Plan Your Visit** newsletter includes timely news and information about our shows and other happenings

- Monthly email sent to 3,000+ subscribers
- Features only two advertisers per month
 - Primary and Secondary Spots (1st and 2nd in Sidebar)
- Average open rate of 26%
- Links to your website or social media page!

CONTRACT AND AD COPY DUE:

4 Weeks Before eblast

Newsletter Dates	1/18	2/22	3/15	4/12	5/10	6/14	7/12	8/9	9/13	10/4	11/1	12/6
Copy Due		1/25	2/15	3/15	4/12	5/17	6/14	7/12	8/16	9/6	10/4	11/8
Primary Cost	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85
Secondary Cost	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50

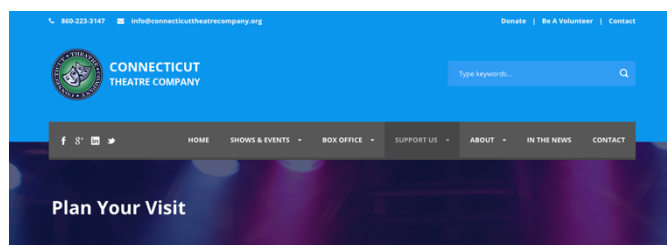


Web Listings

REACH POTENTIAL VISITORS WHEN THEY'RE PLANNING THEIR TRIP

The Connecticut Theatre Company website gets over 2000 visits a month

- Our business listings (by category) provide helpful information for patrons making their way to the theatre
- Ad listings include:
 - **Link tile on category page** (includes business name and clicks through to your listing page)
 - **Listing page** (includes main photo, up to 4 additional photos, embedded video, description, address, phone number and live link to your website and/or social media pages)



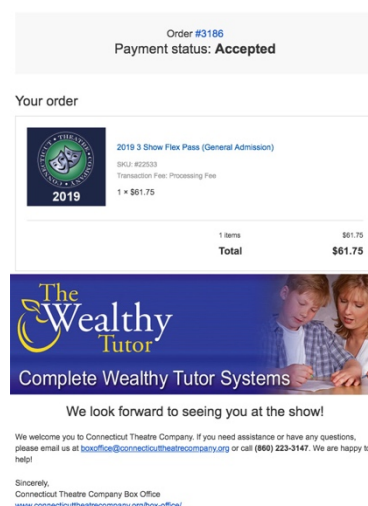
Connecticut Theatre Company plays a major role in the cultural community of Central Connecticut through our dedication to providing professional-quality theatre productions and related outreach and educational services to the community. We strive to create a positive and welcoming environment for all those involved with the company. We hope that through a diverse season of shows covering drama and musicals, both classics and contemporary, that the community will be inspired, educated and entertained!

Contract Due	Ad Copy Due	Cost
Rolling Deadline	Rolling Deadline	\$300 for listing only Free (for ad spending \$500+)

Ticket Confirmation Emails

GO DIGITAL AND STAY TOP-OF-MIND WITH THEATRE GOERS

- Ads are displayed on print-at-home ticket confirmation emails
 - Approximately 150 orders per ad block
 - Appears on all confirmations purchased during each ad block below (not based on play dates)
 - Features only one advertiser at a time
 - 4 ad blocks available
- Ad Format
 - 840 px wide x 160 px high
 - Ad can link to your website or social media page



Ad Blocks	Block 1	Block 2	Block 3	Block 4
Run Dates	January – March	April – June	July – September	October - December
Ad Copy Due	December 15, 2018	March 15, 2019	June 15, 2019	September 15, 2019
Cost	\$1,000	\$1,000	\$1,000	\$1,250

OTHER OPPORTUNITIES

Package Partners

For Accommodations Partners Only
Must Purchase Advertising in Program or Web Listing to Qualify

ENTICE POTENTIAL CUSTOMERS TO BOOK THEIR STAYS WITH YOU PROGRAM DETAILS

- Build your own value-added “package” with your accommodations and discounted CTC tickets
- Market your “package” the way you want – make it your own!
- See Program Details to the right

- Package Partners must purchase an advertisement in the program or purchase a web listing
- CTC creates a Package Partners account to allow purchase of tickets at the discounted price
- As the purchasing agent, all communication with the box office must come through the accommodation partner

CONTRACT DUE: Rolling Deadline
COST: \$275

Final Curtain Partners

For Restaurant Partners Only

The Connecticut Theatre Company believes that Community Theatre should do more than bring quality Performing Arts to New Britain. We want to partner with other businesses to help highlight what great things our Community has to offer. And beginning in 2019, we want to share some of the best local Cuisine with our Theatre patrons and we would like YOU and your restaurant to be included!

The final performance of each show is a Sunday Matinee. And each of those final performances will feature a Final Curtain Tasting Event sponsored by a local restaurant. Samples of your signature dishes will be offered to our Patrons during Intermission. It's a great way for you to reach new customers who aren't familiar with your restaurant or knew about it, but never had the chance to try it out. It's our way of being more involved in our community and helping share our resources with you!

The cost of sponsoring a Final Curtain Tasting Event is \$500. But for a limited time, we are offering a Tasting Event for \$300. How does it work?

- We will have an 8' table set up in the Theatre Lobby for your use.
- Typically, the Final Performance draws 80-100 patrons. You will prepare bite-sized samples of your most popular dish. You supply any plates, cutlery or napkins needed.
- The Tasting will be done during intermission. Why intermission? That way, you will know exactly how many people to plan for. If you would rather do the Tasting before the show, arrangements can be made. We will not be able to hold the Tasting after the performance.
- We will supply an outlet for a food warmer or small electrical appliance. Power is very limited, so nothing too big is allowed.
- Any signage or coupons you wish to bring is welcome.
- We will supply counter cards that you can use at your business to promote the event.
- You will get the full page color back cover of our program for the entire run of that show. Most shows have approximately 8 performances, with an estimated 800 patrons for each show.

The Connecticut Theatre Company is excited about partnering with local businesses like yours to make our Patrons' theatre experience more fun and to expose them to other reasons to visit and enjoy what Connecticut has to offer!

We hope you will choose a show and come let your culinary skills shine!

CONTRACT DUE: Rolling Deadline

COST: \$300 (Limited Time Offer!)



2019 Season



March 22 – March 31

Ken Ludwig's *Moon Over Buffalo* centers on George and Charlotte Hay, fading stars of the 1950's. At the moment, they're playing *Private Lives* and *Cyrano De Bergerac* in rep in Buffalo, New York with 5 actors. On the brink of a disastrous split-up caused by George's dalliance with a young ingénue, they receive word that they might just have one last shot at stardom: Frank Capra is coming to town to see their matinee, and if likes what he sees, he might cast them in his movie remake of *The Scarlet Pimpernel*. Unfortunately for George and Charlotte, everything that could go wrong does go wrong, abetted by a visit from their daughter's clueless fiancé and hilarious uncertainty about which play they're actually performing, caused by Charlotte's deaf old stage-manager mother who hates every bone in George's body.



May 24 – June 16

The story follows a Baker and his wife, who wish to have a child; Cinderella, who wishes to attend the King's Festival; and Jack, who wishes his cow would give milk. When the Baker and his wife learn that they cannot have a child because of a Witch's curse, the two set off on a journey to break the curse. Everyone's wish is granted, but the consequences of their actions return to haunt them later with disastrous results.



July 26 – August 18

Memphis is set in the places where rock and roll was born in the 1950s: the seedy nightclubs, radio stations and recording studios of the musically-rich Tennessee city. With an original score, it tells the fictional story of DJ Huey Calhoun, a good ole' local boy with a passion for R&B music and Felicia Farrell, an up-and-coming black singer that he meets one fateful night on Beale Street. Despite the objections of their loved ones (Huey's close-minded mama and Felicia's cautious brother, a club owner), they embark on a dangerous affair. As their careers rise, the relationship is challenged by personal ambition and the pressures of an outside world unable to accept their love.



October 11 – October 27

It's 1979, and New York's hottest A-listers are lining up for the opening of a floating casino and discotheque. Also attending is a faded disco star, a sexy nightclub singer with her eleven-year-old twins, a disaster expert, a feminist reporter, an older couple with a secret, a pair of young guys who are looking for ladies, an untrustworthy businessman and a nun with a gambling addiction. What begins as a night of boogie fever quickly changes to panic as the ship succumbs to multiple disasters, such as earthquakes, tidal waves and infernos. As the night turns into day, everyone struggles to survive and, quite possibly, repair the love that they've lost... or at least escape the killer rats. Audiences and critics are wild for this hilarious homage to the era of bell-bottoms, platform shoes and the hustle. With larger-than-life characters, snappy dialogue and some of the most recognizable songs of the '70s, *Disaster!* will have you dancing in your seat and rolling in the aisles.



December 6 – December 22

Based on the heartwarming MGM film, *MEET ME IN ST. LOUIS* is a rare treasure in the musical theatre; a wholesome and delightful portrait of a turn-of-the-century American family. It is the summer of 1903, and the Smith family eagerly anticipates the opening of the 1904 World's Fair. Over the course of a year, the family's mutual respect, tempered with good-natured humor, helps them through romance, opportunity, and heartbreaks.

Connecticut Theatre Company 2019 Advertising Contract (Page 1 of 2)

Business Name

Address

Contact Name

City, State, Zip

Email Address

Phone

PRINT ADVERTISING

INSERTIONS (Please choose the programs in which your ad(s) should appear)

☐ Moon Over Buffalo

☐ Into The Woods

☐ Memphis

☐ Disaster!

☐ Meet Me In St. Louis

	Position	1 Show	3 Shows (Save 10%)	5 Shows (Save 20%)
<input type="checkbox"/>	Full Page (Color)	\$250	\$225	\$200
<input type="checkbox"/>	Full Page (B&W)	\$100	\$90	\$80
<input type="checkbox"/>	Half Page Horizontal	\$50	\$45	\$40
<input type="checkbox"/>	Half Page Vertical	\$50	\$45	\$40
<input type="checkbox"/>	Quarter Page Horizontal	\$30	\$27	\$24
<input type="checkbox"/>	Quarter Page Vertical	\$30	\$27	\$24

 x \$ = \$
Insertions Rate Total Cost

DIGITAL ADVERTISING

☐ Stand-alone Web Listing: \$300

☐ Monthly E-Newsletter "Plan Your Visit"

☐ Add a web listing for free*

☐ Primary: \$85 Month(s):

*when you spend a minimum of \$500

☐ Secondary: \$50 Month(s):

☐ Ticket Confirmation Emails

Block # Price:

OTHER OPPORTUNITIES

☐ Package Partners (accommodations partners only): \$275

☐ Final Curtain Partners (restaurant partners only): \$300 (Limited Time Offer)

Title

 \$
Total Fee

Signature

Date

Connecticut Theatre Company 2019 Advertising Contract (Page 2 of 2)

This is an Agreement between Connecticut Theatre Company (CTC) and Advertiser whereby CTC agrees to carry an advertisement in its 2019 print publication(s) and/or on the CTC Website under the following terms and conditions:

1. CTC must approve all ads before publication.
2. Advertiser must complete, sign, initial and return one copy of this Agreement prior to contract deadline.
3. Advertisers are required to pay 100% of ad cost by the ad materials deadline.
4. The failure of CTC to demand strict performance of any of the terms of this Agreement shall not be construed as a continuing waiver or relinquishment thereof, and CTC may, at any time, demand strict and complete performance by the Advertiser of said terms.
5. These understandings comprise all the terms of the contract between the parties. No agreement or arrangements shall be binding on either party unless agreed to in writing.

Web: CTC will send advertiser an ad proof. Advertiser must approve and return proof to CTC in a timely manner to ensure inclusion online. CTC will not be responsible for errors on the Website if advertiser fails to return ad proof.

Program: The ad submitted will be printed as is. CTC will not make changes to artwork and will not send proofs.

E-Newsletters/Emails: Priority for monthly ads are given on first-received basis. The ad submitted will be printed as is.

Package Partner designation is restricted to lodging partners only. Package Partner must also purchase an advertisement in the Program or on the Web.

Final Curtain Partner designation is restricted to restaurant partners only.

By initialing here, you agree to these terms of use. _____

Connecticut Theatre Company
23 Norden Street
New Britain, CT 06051

Sales Questions:

Email: info@connecticuttheatrecompany.org Phone: 860-223-3147

www.connecticuttheatrecompany.org