



2023 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.
- 32 performances reaching over 3500 patrons
- Special events
- Excellent digital marketing presence

SO MANY OPTIONS

From program publications to email blasts and website content, 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

DIGITAL ADVERTISING

Program Ads



Advertising Specifications

Ad Type/Size	Full Page	½ Page Vertical	½ Page Horizontal	¼ Page Vertical	¼ Page Horizontal
Full Color	8.5" w x 11" h	4.25" w x 11" h	8.5" w x 5.5" h	2.12" w x 5.5" h	4.25" w x 2.25" h
Add .25" on all four sides for full bleed; all live matter must be .25" from trim edge.					

- Art changeable for each show
- Full program available online, with link from the Connecticut Theatre Company website
- Images must be either PDF, EPS, JPG or TIFF, 300dpi

Advertising Rates (per insertion)

Position	1-2 Shows	3-4 Shows
Full Page	\$50	\$45
Half Page Horizontal	\$30	\$25
Half Page Vertical	\$30	\$25
Quarter Page Horizontal	\$20	\$15
Quarter Page Vertical	\$20	\$15

Run Dates & Deadlines

Play	Scheduled Run	Artwork Deadline
Spring Awakening	March 17 – April 2	March 1, 2023
Head Over Heels	June 9 – June 25	May 15, 2023
Zanna Don't	September 8 – September 24	August 15, 2023
The Drowsy Chaperone	December 1 – December 17	November 15, 2023

Plan Your Visit Email

REACH OUR VAST NETWORK OF PAST AND PRESENT PATRONS

Our monthly **Plan Your Visit** e-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	1/11	2/8	3/8	4/12	5/10	6/14	7/12	8/9	9/13	10/11	11/8	12/13
Copy Due		1/15	2/15	3/15	4/15	5/15	6/15	7/15	8/15	9/15	10/15	11/15
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

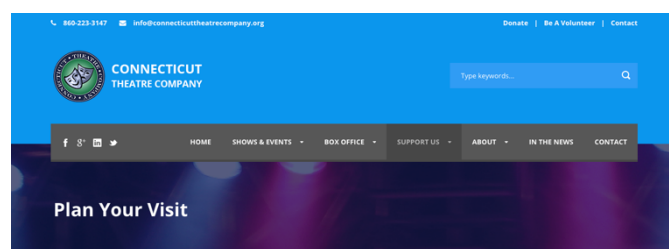


Web Listings

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, 2022	March 15, 2023	June 15, 2023	September 15, 2023
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. 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 digital color advertisement 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!)



2023 Season



March 17 – April 2

The winner of eight Tony Awards, including Best Musical, told by Duncan Sheik and Steven Sater through what Entertainment Weekly called, “the most gorgeous Broadway score this decade,” Spring Awakening explores the journey from adolescence to adulthood with a poignancy and passion that is illuminating and unforgettable. The landmark musical is an electrifying fusion of morality, sexuality and rock and roll that is exhilarating audiences across the nation like no other musical in years.



June 9 – June 25

HEAD OVER HEELS is the bold new musical comedy from the visionaries that rocked Broadway with Hedwig and the Angry Inch, Avenue Q and Spring Awakening. This laugh-out-loud love story is set to the music of the iconic 1980’s all-female rock band The Go-Go’s, including the hit songs, “We Got the Beat,” “Our Lips Are Sealed,” “Vacation,” Belinda Carlisle’s “Heaven is a Place on Earth” and “Mad About You.”

A hilarious, exuberant celebration of love, HEAD OVER HEELS follows the escapades of a royal family on an outrageous journey to save their beloved kingdom from extinction—only to discover the key to their realm’s survival lies within each of their own hearts.



September 8 – September 24

Welcome to Heartsville High, set in a world where everyone is gay—well, almost everyone! The big-man-on-campus is the chess champion, and the captain of the football team is made cool by being cast as the lead in the school musical. The students write a controversial show called “Don’t Ask, Don’t Tell” about straight people in the military, which becomes the catalyst for a young man and woman to fall in love. Enter Zanna, a magical, musical fairy who, with a wave of his wand, brings true love to one and all!



December 1 – December 17

Winner of five Tony Awards, including Best Book and Best Original Score, The Drowsy Chaperone is a loving send-up of the Jazz Age musical, featuring one show-stopping song and dance number after another.

With the houselights down, a man in a chair appears on stage and puts on his favorite record: the cast recording of a fictitious 1928 musical. The recording comes to life and The Drowsy Chaperone begins as the man in the chair looks on. Mix in two lovers on the eve of their wedding, a bumbling best man, a desperate theatre producer, a not-so-bright hostess, two gangsters posing as pastry chefs, a misguided Don Juan and an intoxicated chaperone, and you have the ingredients for an evening of madcap delight.

Connecticut Theatre Company 2023 Advertising Contract (Page 1 of 2)

Business Name

Address

Contact Name

City, State, Zip

Email Address

Phone

DIGITAL ADVERTISING

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

- ☐ Spring Awakening
☐ Zanna Don't

- ☐ Head Over Heels
☐ The Drowsy Chaperone

Position	1-2 Shows	3-4 Shows
Full Page	\$50	\$45
Half Page Horizontal	\$30	\$25
Half Page Vertical	\$30	\$25
Quarter Page Horizontal	\$20	\$15
Quarter Page Vertical	\$20	\$15

_____ x \$ _____ = \$ _____
Insertions Rate Total Cost

☐ Stand-alone Web Listing: \$300

☐ Add a web listing for free*

*when you spend a minimum of \$500

☐ Ticket Confirmation Emails

Block # _____ Price: _____

☐ Monthly E-Newsletter "Plan Your Visit"

☐ Primary: \$85 Month(s): _____

☐ Secondary: \$50 Month(s): _____

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 2023 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 2023 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