

ARROW ROCK LYCEUM THEATRE 2018 PLAYBILL



**A PRIME ADVERTISING MARKET —
WELL EDUCATED AND DISCERNING WITH TIME
AND DISPOSABLE INCOME AT THEIR COMMAND!**

Target the population of mid-Missouri who “go out” for their entertainment, who enjoy many of the finer things in life; automobiles, furnishings, electronics, etc. and also enjoy dining out, travel and other leisure activities.



Beauty And The Beast, 2017

FOR ADVERTISING EXPOSURE contact
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email: elizabethb@lyceumtheatre.org

The Lyceum Theatre Playbill is published by
Arrow Rock Lyceum Theatre, P.O. Box 14,
Arrow Rock, Missouri 65320 • 660-837-3311
• www.lyceumtheatre.org



2018 SEASON

PLAYBILL RATE CARD

DISNEY'S *MARY POPPINS*

CRAZY FOR YOU

FOOTLOOSE

THE 39 STEPS

SOUVENIR

KEN LUDWIG'S
COMEDY OF TENORS

HONKY TONK ANGELS

A CHRISTMAS CAROL

**WELL OVER
33,000** of mid-Missouri's
most desirable consumers
ATTEND The Lyceum
productions each year

Greater Tuna, 2017



2018 SEASON



JUNE 6 - 17



JUNE 27 - JULY 8



JULY 18 - 29



AUGUST 4 - 12

Guess Who's Coming To Dinner, 2017



General INFORMATION

Let one of Missouri's oldest professional regional theatre introduce your business to our loyal, dedicated and growing patrons in the Arrow Rock Lyceum Theatre Playbills.

Reach mid-Missouri's most desirable decision-makers in a well-read publication. Our playbills are read and kept by a performing arts audience with disposable income who come throughout the year for the best in professional theatre. This is a solid marketing opportunity that also demonstrates your support of the performing arts!

Your advertisement will be seen by Lyceum Theatre patrons for an average run of 2 weeks for each edition, with up to eight performances per week.

Don't miss out on gaining valuable business exposure to thousands of patrons coming to The Lyceum.

AS A BONUS:

Each issue of the **Lyceum Theatre Playbill** will be **DISPLAYED ONLINE** at lyceumtheatre.org in an easy-to-read digital format. This means your advertisement will be seen online **FREE** of charge.

Advertising RATES

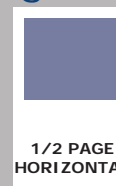
Ad Size	Mechanical Specifications	Rate 8 Shows
Full Page	5.125" x 8.125"	\$1,600
1/2 Horz	5.125" x 4"	\$830
1/4 Vertical	2.5" x 4"	\$525
1/8 Page	2.5" x 2"	\$375

Advertising DIMENSIONS



FULL PAGE

5.125" W x
8.125" H



1/2 PAGE
HORIZONTAL

5.125" W x
4" H



1/4 PAGE

2.5" W x
4" H



1/8 PAGE

2.5" W x
2" H

Design SPECIFICATIONS

Design all ads to sizes listed. Full design and production services are available. The Lyceum Theatre does not charge a creative fee for ads developed in-house through the first proof. Digital ads are **ONLY** accepted as PDF, JPG, or collected Adobe InDesign, Photoshop, Illustrator files. Other formats, such as Publisher and Word, cannot be accepted. Black and White ads should be saved to gray scale black and not contain a spot black. All advertisements must be acceptable in content and design, at the publishers discretion. Any questions please email: kmagee@lyceumtheatre.org.

PDF SPECIFICATIONS:

PDF is the preferred file format for digital ad submission. All high-resolution images and fonts must be embedded in the PDF when the file is saved.

INDESIGN SPECIFICATIONS:

Package or collect file for output. All images and screen and printer fonts used in the ad must be included. Compress document, images, and fonts into a Stuffit or Zip file for emailing, or place all files on a CD.



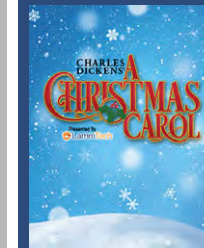
AUGUST 18 - 26



SEPTEMBER 1 - 9



SEPTEMBER 19 - 30



DECEMBER
12 - 23