

THOUSAND ISLANDS PLAYHOUSE 2019 SEASON ADVERTISING



CANADA'S
DOCKSIDE
THEATRE



Every year, the Thousand Islands Playhouse welcomes more than 40,000 area residents and tourists to enjoy live entertainment on the banks of the St. Lawrence River. Advertising with us puts information about your business into the hands of a dedicated audience that visits the region multiple times throughout the season.

2019 SEASON BROCHURE

DEADLINE: DECEMBER 14, 2018

36-pages, Full Colour Booklet

Distribution: 30,000 printed and distributed across Eastern Ontario, Quebec, and New York. Mailed to 10,000 households.

Delivered: Mailing begins in late February with distribution continuing until September.

2019 SEASON PLAYBILL

DEADLINE: APRIL 1, 2019

Full Colour Booklet

Distribution: Placed on every seat of each performances during the season.

Will be read by 40,000+ audience members.

Season Duration: May 28 - October 20, 2019

2019 E-NEWSLETTERS

DEADLINE: 1 MONTH PRIOR TO DELIVERY DATE

Footer Banner

Distribution: E-mailed bi-weekly to 11,000 subscribers between January - October.

There are two advertising spots available each month.

FOR MORE
INFORMATION OR
TO BOOK YOUR
ADVERTISEMENT:

Melissa Pearce
DIRECTOR OF DEVELOPMENT
613-382-7086 x 35 | melissa@1000islandsplayhouse.com
185 South Street, Gananoque ON K7G 1A1

2019 AD SIZES AND PRICING

Prices do not include HST

2019 SEASON BROCHURE

A	Back Cover 4" W x 9" H, 0.125" bleed	\$2399
B	Inside Back Cover 4" W x 9" H, 0.125" bleed	\$2189
C	Full Page 4" W x 9" H, 0.125" bleed	\$1732
D	1/2 Page Horizontal 3.375" W x 4" H	\$934
E	1/3 Page Horizontal 3.375" W x 2.5625" H	\$567

A/B/C



D



E



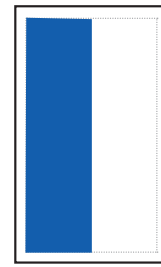
2019 SEASON PLAYBILL

F	Full Page, Back Cover 5.5" W x 8.5" H, 0.125" bleed	\$2399
G	Inside Front/Back Cover 5.5" W x 8.5" H, 0.125" bleed	\$2189
H	Full Page 5.5" W x 8.5" H, 0.125" bleed	\$1732
I	1/2 Page Vertical 2.375" W x 8" H	\$934
J	1/2 Page Horizontal 5" W x 3.875" H	\$934
K	1/4 Page Vertical 2.375" W x 3.875" H	\$519
L	1/4 Page Horizontal 5" W x 1.8125" H	\$519

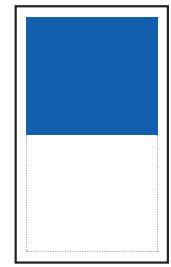
F/G/H



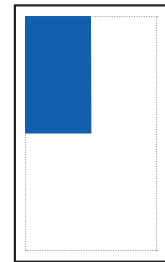
I



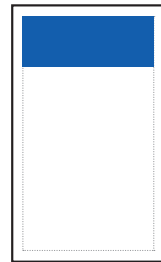
J



K



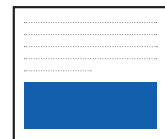
L



2019 E-NEWSLETTERS

M	Footer Banner 600px W x 150px H	\$200
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M



TECHNICAL SPECIFICATIONS

Brochure & Playbill Please supply artwork in CMYK, with all fonts embedded or outlined and in one of the following formats:

- a) PDF, press optimized, X1a standard
- b) TIFF, 300 dpi. Colour profile embedded
- c) JPG, 300 dpi.

E-Newsletter Please supply artwork in RGB as a JPG or PNG file.

PLEASE SEND FINAL AD ARTWORK TO: emily@1000islandsplayhouse.com

2019 SEASON ADVERTISING ORDER FORM

Name: _____ Company: _____

Mailing Address: _____

Email: _____ Phone: _____ Fax: _____

Ad sizes and availability are limited and booked on a first-come, first-served basis.

BROCHURE:

- | | | |
|----------------------------|---|--------|
| <input type="checkbox"/> A | Back Cover 4" W x 9", 0.125" bleed | \$2399 |
| <input type="checkbox"/> B | Inside Back Cover 4" W x 9", 0.125" bleed | \$2189 |
| <input type="checkbox"/> C | Full Page 4" W x 9", 0.125" bleed | \$1732 |
| <input type="checkbox"/> D | 1/2 Page Horizontal 3.375" W x 4" H | \$934 |
| <input type="checkbox"/> E | 1/3 Page Horizontal 3.375" W x 2.5625" H | \$567 |

PLAYBILL:

- | | | |
|----------------------------|--|--------|
| <input type="checkbox"/> F | Full Page, Back Cover 5.5" W x 8.5" H, 0.125" bleed | \$2399 |
| <input type="checkbox"/> G | Inside Front or Back Cover 5.5" W x 8.5" H, 0.125" bleed | \$2189 |
| <input type="checkbox"/> H | Full Page 5.5" W x 8.5" H, 0.125" bleed | \$1732 |
| <input type="checkbox"/> I | 1/2 Page Vertical 2.375" W x 8" H | \$934 |
| <input type="checkbox"/> J | 1/2 Page Horizontal 5" W x 3.875" H | \$934 |
| <input type="checkbox"/> K | 1/4 Page Vertical 2.375" W x 3.875" H | \$519 |
| <input type="checkbox"/> L | 1/4 Page Horizontal 5" W x 1.8125" H | \$519 |

Subtotal:

HST (13%):

TOTAL:

E-NEWSLETTERS:

- | | | |
|----------------------------|---------------------------------|----------|
| <input type="checkbox"/> M | Footer Banner 600px W x 150px H | \$200/ea |
|----------------------------|---------------------------------|----------|

Quantity: _____ Month(s): _____

If you would like to use your advertisement from last year a \$40 per hour fee will be added to your invoice for design revisions. Please indicate here if you would like to use your 2018 advertisement and you agree to the \$40/hour additional charge.

- Yes, I agree to have the Thousand Islands Playhouse revise my advertisement for the 2019 specifications.
 No, I will be making my own revisions.

PAYMENT INFORMATION:

Credit Card

Visa

Mastercard

Credit Card Number: _____

Expiry Date: _____

Cheque

Please make cheque payable to
Thousand Islands Playhouse

Name on Card: _____

Date: _____

Total Amount Due:

Signature: _____

Name (Print): _____

All advertisements are subject to HST. Signing this contract constitutes a legal agreement between the Thousand Islands Playhouse and the advertising party. The party that signs the contract is responsible for payment of the above total. An invoice for the total amount will be sent upon receiving a signed and completed contract. Payment is due upon receiving the invoice. Your signature indicates acceptance of the terms and conditions of this contract.

Please return
contract to:

Melissa Pearce, Director of Development | melissa@1000islandsplayhouse.com
Thousand Islands Playhouse 185 South Street, Gananoque, ON K7G 1A1

Please send
ad artwork to:

Emily McMahan, Marketing Manager | emily@1000islandsplayhouse.com