

Questions? Please contact
 Kristy Conroy Stevenson
 Advertising Manager
 ads.theatretusc@gmail.com



Dear Supporter:

Before a performance begins at Theatre Tuscaloosa, most audience members are looking at their playbills. And unless they go to the lobby during intermission, they are looking at them again! If your business is interested in reasonably priced advertising that makes an impact on readers, please consider advertising in our playbills.

Season ads will appear in all 5 of our season’s programs. They will be handed out during 40 actual performances reaching a captive audience. And don’t forget about pass along readership once the programs leave our theatre! Individual ad space is available to businesses who would like to advertise only for certain shows. Our 2021–2022 season includes *Always...Patsy Cline*, *Girls Weekend*, *On Golden Pond*, *The Mamalogues*, and *Mamma Mia!*

Remember that when you support Theatre Tuscaloosa, you help to further the Chamber of Commerce of West Alabama’s **Next Level Initiative** that specifically identifies “expanded cultural, arts, entertainment, and recreational opportunities” as a way to “engage the community to create true quality of place.” Advertising with us helps Tuscaloosa reach “the next level!”

2021–2022 Rate Information		
Ad Size	Individual Show Rate	Season Rate
Full Page	\$260	\$1,250
(Inside Cover)	\$310	\$1,500
(Back Cover)	\$375	\$1,625
Half Page	\$150	\$700
Quarter Page	\$85	\$375
Sixth Page	\$70	\$300
Supporter Ad	\$45	\$200

* All ads must be “camera ready” or an additional charge of \$75 per ad will be assessed. We do accept ads used in other publications. Contact your representative for the ad.
 * Artwork must be a minimum of 300 dpi and be in .pdf, .eps, or .tif format. Please include postscript fonts, images and a proof of the ad.
 *If you have rotating ads for the season, please have all ads in by the next deadline.

Deadline for the Season Rate is Aug 20, 2021.

FULL PAGE
 5” Wide
 7.9” Tall

Bleed 5.75” Wide 8.75” Tall
 (Trimmed 5.5” Wide 8.5” Tall)

HALF PAGE
 Horizontal
 5” Wide
 3.9” Tall

QUARTER
 PAGE
 2.44” Wide
 3.9” Tall

SIXTH
 PAGE
 2.44” Wide
 2.55” Tall

Supporter
 2.44” x 1.5”

Dates for the 2021–2022 Season!

- Always...Patsy Cline* Sept 10–19, 2021 (Art Deadline: Aug. 20)
- Girls Weekend* Dec 10–19, 2021 (Art Deadline: Nov. 10)
- On Golden Pond* Feb 25–Mar 6, 2022 (Art Deadline: Feb. 4)
- The Mamalogues* May 20–29, 2022 (Art Deadline: April 29)
- Mamma Mia!* July 15–24, 2022 (Art Deadline: June 24)

Finished playbills measure 5.5” wide x 8.5” tall, and are printed on **high quality glossy paper in full color.**

Bleeds are only available with Full Page ads.

Space is limited! Please mail or fax completed form ASAP to:
Kristy Conroy Stevenson, Advertising Manager
9500 Old Greensboro Road #135
Tuscaloosa, Al 35405
Fax: 205-391-2329



Playbill Advertising Contract 2021-2022 Season

Advertiser _____

Contact Person _____

Business Address _____

City, State, Zip _____

Phone _____ Fax _____

The ADVERTISER agrees that the ad size(s) indicated below will be placed in program(s) indicated.

Signature: _____ Date: _____

Ad Size Selected _____	Ad Rate \$ _____	Ad Setup \$ _____	(add \$75 if requested)
If you are not advertising a full season please circle shows you wish to advertise in.			
<i>Always...Patsy Cline, Girls Weekend, On Golden Pond, The Mamalogues, Mamma Mia!</i>			
TOTAL DUE \$ _____		Season Ad Deadline: Aug 20, 2021	

BILLING

_____ Enclosed is a check for the full amount, payable to Theatre Tuscaloosa.

_____ Please bill me at the above address

_____ Please charge MC, VISA, Discover, AMEX for the full amount

Card No. _____

Exp. ____/____ Billing Zip Code _____ Security Code _____

Authorized Signature _____

Printed Name of Signer _____

Advertising Policies

1. All advertising is payable in advance unless the advertiser has another agreement with Theatre Tuscaloosa.
2. Theatre Tuscaloosa reserves the right to reject any copy at its sole discretion. Commercial ads that discriminate on the basis of race, color, disability, age or sex will not be accepted. Commercial ads that contain false or misleading statements will be rejected.
3. Theatre Tuscaloosa does not guarantee ad position; however, requests will be honored whenever possible.
4. Display advertising cancelled after deadline will be subject to a charge of 100% of space cost.
5. Make-goods or credit adjustments will be made for the portion of the ad in error. Theatre Tuscaloosa is not liable for slight changes or typographical errors that do not change the intent of the ad. It is the respon-

- sibility of the advertiser to notify Theatre Tuscaloosa of significant errors within 10 business days of the publication of the ad. Theatre Tuscaloosa shall be responsible for first-run errors only.
6. The advertiser and/or advertising agency assumes liability for all content (including text and illustration) of ads printed, and also assumes responsibility for any claims arising therefrom made against Theatre Tuscaloosa.
7. Theatre Tuscaloosa reserves the right to insert above any ad the word "Advertisement" and to border any advertisement.
8. Theatre Tuscaloosa reserves the right to revise its ad rates at any time with 30 days written notice.
9. Any questions relative to charges should be directed to the Managing Director.