

PERFORMANCE!

A collaborative playbill serving the audiences of The Public Theatre and The Maine Music Society

46 Cedar St, Lewiston, ME 04240 • 207-333-3386 • susan.smartmanagement@gmail.com

AD DEADLINE: August 15, 2022

I would like to introduce you to **PERFORMANCE!**, the collaborative playbill for
The Maine Music Society and **The Public Theatre**.

PERFORMANCE! is a powerful advertising tool. We are pleased to announce that we are continuing to expand the distribution of the **PERFORMANCE!** playbill. In addition to the traditional print version that will be distributed during at least 42 live performances to thousands of patrons from Lewiston/Auburn and its surrounding areas, **PERFORMANCE! will ALSO be digitally available** from the websites of **The Public Theatre** and **Maine Music Society**. While almost 50% of our audiences travel to L/A from outside of Androscoggin County, this digitalized version will provide you, the advertiser, with an even broader range of viewers as audiences from both organizations can visit their program online with clickable links to your business, ensuring repeat views of your advertisement.

Because our patrons are a highly targeted, upscale audience who know and enjoy high quality professional entertainment, **PERFORMANCE!** is a unique advertising tool that will deliver your message directly into the hands of the most desired demographics.

In addition to a wise advertising buy for your company, your ad in **PERFORMANCE!** helps keep the Arts alive in our community. You can advertise your business, offer a discount or even put a coupon in your ad.

The attached rate card details our pricing and mechanical requirements.

- All ad prices include full color to capture the reader's attention.
- Add a business listing for only \$50 when you purchase any size ad.
- There are preferred positions available.
- If you need help redesigning your ad or making it camera ready, we can do that too.
- We offer flexible payment arrangements. Pay over 2, 3, 4, or 6 months to help you in these times that are still challenging for us all.

You may return your signed contract and payment by mail, or feel free to contact us at 333-3386 or email susan.smartmanagement@gmail.com with your questions. We all look forward to your participation as we embark on another terrific season with the professional performing arts in Lewiston/Auburn.


Best regards,

Penny Drumm

Susan Spellman

Enclosures



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About the Organizations



Nationally recognized for its artistic excellence and voted “BEST THEATRE IN MAINE” seven years in a row by Down East Magazine’s readers’ poll, The Public Theatre is committed to bringing Broadway quality professional theatre to the people of Maine at an affordable price. Only at The Public Theatre will you find an exciting selection of contemporary plays featuring the finest professional actors from New York to Los Angeles for a top ticket of \$25. In the interest of engaging audiences of all ages and inspiring meaningful learning through the Arts, The Public Theatre also offers special student matinee performances to all school age children for only \$5. Proud to be a cornerstone in the cultural life of Lewiston/Auburn, The Public Theatre serves over 17,000 people each season with 51% of their audience coming from outside of Androscoggin County.



mainemusicsociety.org

This season the Maine Music Society [MMS] embarks on A Journey of Remembrance & Celebration under its Artistic Director, Dr. Richard Nickerson. Now in its 32nd year, the MMS Chorale and the MMS Chamber Singers draw audiences from Portland to Augusta and Norway/Paris to Brunswick who come to Lewiston/Auburn to enjoy quality performances of choral music. The 50+ member auditioned Chorale stages seven well-attended concerts each year at the Gendron Franco Center in Lewiston. The Chamber Singers, an a cappella group, travels and performs a variety of music styles from madrigals to pop to show tunes for various local community events.

We are also pleased to announce that after a two-year absence, the always sold-out Battle of the Blends returns on November 5.

MMS is looking forward to a full season of exhilarating musical performances!

The Maine Music Society is a local non-profit organization committed to bringing choral music to the local arts & culture scene through quality performances, imaginative programming and artistic excellence.

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22-23 Contract

Company Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

E-Mail: _____

Phone: _____ Fax: _____

RUN A NEW AD: ☐ email file to susan.smartmanagement@gmail.com

RUN LAST YEAR'S AD: As is ☐ With changes ☐ *(minimum \$10 charge for minor changes will be billed separately)*

All ads can be full color

Covers

Back outside cover	\$ 1,600
Inside covers	\$ 1,300

Inside Pages

Full page	\$ 1000
1/2 page	\$ 600
1/4 page	\$ 375
1/8 page	\$ 225
Business listing w/ ad	\$ 50 (4 lines)
Business listing w/o ad	\$ 100 (4 lines)
additional lines	\$ 5 ea.

Additional Choices - 1/2 or full page only

Guaranteed position add \$140

*With the exception of covers & guaranteed position,
the positioning of all advertising material shall be the
exclusive prerogative of Performance!*

Ad Size: _____

Basic Ad price \$ _____

Guaranteed Position \$ _____

Business Listing w/ ad \$ _____

Total Cost: \$ _____

☐ Payment Enclosed ☐ Bill me full amt. or Bill me over ☐ 2 mo. ☐ 3 mo. ☐ 4 mo. ☐ 6mos.
(Make check payable to SmART Management)

Signature: _____ Date: _____



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LISTING DEADLINE: August 15, 2022

\$ _____ \$50.00 up to 4 lines (with additional ad purchase)

\$ _____ \$100.00 up to 4 lines

\$ _____ \$5.00 each additional line

\$ _____ TOTAL Business Listing Price

URL LINK: _____

Please print clearly - you may also paste URL into an email.

Line 1* _____

Line 2 _____

Line 3 _____

Line 4 _____

Line 5 _____

Line 6 _____

Line 7 _____

Line 8 _____

*Line 1 needs to include your phone number.



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2022-23 PERFORMANCE! AD SPECIFICATIONS

ALL ADS ARE PRINTED WITH COLOR PROCESSING

Color ads must be CMYK. If you submit a Black & White ad, please ensure it is true Grayscale with no color data.

ACCEPTED AD FORMATS

PDF - High Quality - Embed graphics and convert all fonts to outlines.

JPG - Minimum 300 DPI for art and photos, 1200 DPI for line art

FORMATS NOT ACCEPTED

Microsoft Word Files | Microsoft Publisher Files | Artwork downloaded from Websites including screen resolution
JPG, PNG, and SVG graphics.

ONLINE PLAYBILL LINK

This year, your ad or listing will also be digitally available to our patrons. When submitting your ad please include the **FULL URL you would like us to link to your ad.** Example: <https://myfoodisgreat.com/menu>

AD SIZES / PRICING - *see reverse for actual sizes*

Item	Size	Price
COVER - Back Outside	5" w x 8" h	\$1,600
COVER - Inside	4.75" w x 7.75" h	\$1,300
FULL Page	4.75" w x 7.75" h	\$1,000
HALF page Horizontal	4.75" w x 3.84" h	\$600
HALF page Vertical	2.34" w x 7.75" h	\$600
QUARTER page Horizontal	4.75" w x 1.90" h	\$375
QUARTER page Vertical	2.34" w x 3.84" h	\$375
EIGHTH page	2.34" w x 1.90" h	\$225
Business Listing w/ Ad	4 lines	\$50
Business Listing w/o Ad	4 lines	\$100
	Additional Lines	\$5 / each
Guaranteed Position	Full or Half page only	Add \$140 to ad price

CHANGES TO PRIOR ADS - Minimum \$10 charge for minor changes

If your changes require more than a simple text edit on a solid background additional fees may apply at the rate of \$20/hour.

AD SUBMISSIONS

EMAIL TO: susan.smartmanagement@gmail.com

SUBJECT: PERFORMANCE AD SUBMISSION

- Attach your ad copy – DO NOT EMBED IT INTO THE EMAIL
- Include instructions and copy for any changes to prior ads.
- Paste the URL you would like your ad to link to in Performance! online into the email.

FULL Page
4.75" w x 7.75" h

HALF page Horizontal
4.75" w x 3.84" h

QUARTER page Horizontal
4.75" w x 1.90" h

2022-23 PERFORMANCE! AD SPECIFICATIONS

HALF page
Vertical
2.34" w x 7.75" h

QUARTER page
Vertical
2.34" w x 3.84" h

EIGHTH page
2.34" w x 1.90" h