

# PERFORMANCE!

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

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

**AD DEADLINE: August 15, 2024**

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

**With more and more patrons returning to live Arts performances, now is the perfect time to start advertising in PERFORMANCE!**

Our patrons are a highly targeted, upscale audience who know and enjoy high quality professional entertainment. This makes PERFORMANCE! a unique and powerful advertising tool that will deliver your message directly into the hands of this most desired demographic.

- **Your Ad in their hands** - Print copies will be distributed to thousands of patrons from Lewiston/Auburn and its surrounding areas at over 50 performances.
- **Wide Reach** - Almost 50% of our audiences travel to L/A from outside of Androscoggin County
- **Lasting Impressions** – Online version is available digitally from the websites of **The Public Theatre** and **The Maine Music Society**. This interactive version features clickable links to your business, providing lasting impressions to an even broader range of viewers as anyone visiting the website can view the playbill online.

**In addition to a wise advertising buy for your company, your ad in PERFORMANCE! helps provide important support for the Arts in our community.** You can advertise your business or even use your ad to offer a discount or coupon to our patrons.

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. Just let us know what you need.
- We offer flexible payment arrangements. Pay over 2, 3, 4, or 6 months.

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

Penny Drumm

Enclosures



PERFORMANCE! playbill advertising is sold by Sm**ART** Management

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## About the Organizations



**mainemusicsociety.org**

### Celebrating Community!

The Maine Music Society Chorale, under Artistic Director Dr. Richard Nickerson, has distinguished itself with an ever-evolving level of excellence and professionalism as an auditioned 70-plus mixed voice community chorus based in Lewiston.

The group's diverse repertoire reflects its desire to advance the cultural heritage of Central Maine, to explore a variety of musical genres including contemporary, musical theatre, classical, opera, oratorio, and to provide its members with opportunities to experience their love of singing.

The MMS Chorale stages seven well-attended concerts each year at the Franco Center in Lewiston drawing audiences within a fifty-mile radius of the Lewiston/Auburn community.

The Chamber Singers is a 15-member a cappella division of the Chorale. The group travels and performs a variety of musical styles from madrigals to pop to show tunes for various local community events such as the Lewiston Tree Lighting, the Art Club and Café Shalom as well as the ever-popular MMS Battle of the Blends every November.

The Maine Music Society is a local 501(c)3 non-profit organization committed to bringing choral music to the community's arts & culture scene through affordable quality performances, imaginative programming and artistic excellence.



**ThePublicTheatre.org**

The Public Theatre is preparing to embark on its 34th season of producing contemporary plays featuring the finest professional actors from Broadway and beyond, all at affordable prices. We believe theatre is for everyone and strive to create inspiring, entertaining, and inclusive experiences that celebrate our shared humanity. We tell stories that speak from the heart; that are life-affirming and uplifting, even when the subject matter is challenging. That invite our audience to see their world in a new way.

In addition to our full season of plays, we are committed to providing quality arts experiences for audiences of all ages. Over 30 years ago we laid the foundation of our education programming with student matinee performances for school-age children. Expanding in scope over the years, these programs have served over 140,000 children, family members and educators. Proud to be a cornerstone in the cultural life of Lewiston/Auburn, The Public Theatre serves over 13,000 people each season with over half travelling from outside of Androscoggin County. We are committed to engaging and enriching the communities we serve.

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## 24-25 Contract

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

RUN A NEW AD: ☐ email file to penny.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:** \$ \_\_\_\_\_

**\*\* If purchasing a Business Listing, please complete the next page and enter your total:**

- WITH AD - Enter on **Business Listing w/ ad** line
- NO AD - Enter "Business Listing" under **Ad Size** then enter your total from Business Listing page under **Basic Ad Price**.

☐ 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:** \_\_\_\_\_



☐ Checking this box confirms that your typed name will serve as your signature for this agreement.

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## LISTING DEADLINE: August 15, 2024

\$ \_\_\_\_\_ \$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

DISPLAY  
LINK:

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. Limit each line to 60 characters including spaces. See sample listing below.

XYZ Corporation. ....207-555-1234  
123 Sesame St., Lewiston, ME 04240  
Professional contractors specializing in widgets.  
Xyzcorp.com



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Management

# 2024-25 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: [penny.smartmanagement@gmail.com](mailto:penny.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

## 2024-25 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