



SCHOOL OF THEATRE: OUR MISSION AND VALUES

The primary mission of the School of Theatre is to offer students a comprehensive education in theatre and to prepare emerging artists to enter the professional theatre industry. From grand-scale musicals to intimate productions, the School of Theatre provides both student artists and community audience members a diverse array of productions that explore the spectrum of our shared humanity.

DID YOU KNOW...

15,352 TICKETS

were sold during the 2013-2014 season!

CONTACT US:

Florida State University School of Theatre
Marketing Office
602 West Call Street
Fine Arts Annex
theatre.fsu.edu
(850) 644-6488



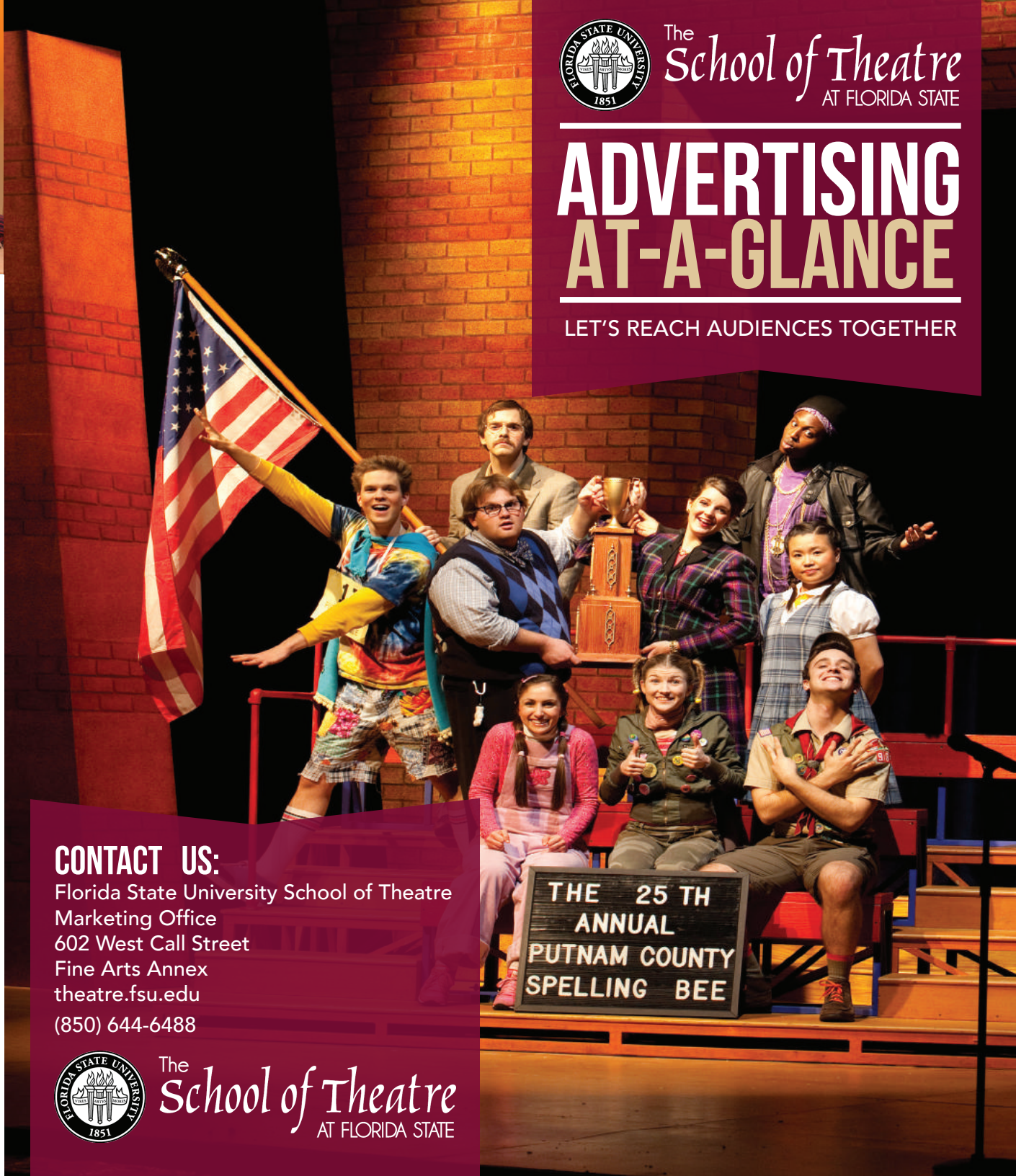
The
School of Theatre
AT FLORIDA STATE



The
School of Theatre
AT FLORIDA STATE

ADVERTISING AT-A-GLANCE

LET'S REACH AUDIENCES TOGETHER



BUILD A RELATIONSHIP GAIN AN AUDIENCE

ADVERTISING OPTIONS

YES!

I WANT MY BUSINESS TO
ADVERTISE WITH THE
SCHOOL OF THEATRE!

A personal relationship between your business and the School of Theatre is an effective, and low-cost way to connect with your potential customers and promote yourself through community involvement.

WHY ADVERTISE WITH THE SCHOOL OF THEATRE?

- Cross-marketing: increase your reach and visibility to potential customers
- Diversify your clientele
- Support the diverse arts culture in Tallahassee
- Support entertaining and enriching opportunities in the community for your employees to enjoy
- Strengthen the goodwill and service-oriented goals of your company by aligning yourself with our commitment to community, creativity, and professionalism

WE HAVE SOMETHING FOR EVERYONE!

- Hit Musicals
- Theatre for young audiences
- Classic and contemporary plays
- New and original works

BY ADVERTISING WITH THE SCHOOL OF THEATRE,

- Adults
- Families
- Retirees
- Young Professionals
- College Students
- Tourists
- Seasonal Residents
- Community Groups

DID YOU KNOW...

- The School of Theatre playbill in which your ad will appear will reach **16,000 audience members** in one season!
- Theatre is a **social** activity. 50% of adults at the theatre are attending with friends as a social activity.* Make your business a stop on their evening out on the town!
- The School of Theatre potentially reaches a student community of more than **60,000 young adults** ages 18-34, from three major colleges and universities. Become a part of their Tallahassee experience by advertising through the School of Theatre.

*Source: The National Endowment for The Arts study on "Why do people attend the arts"



Full Page



1/2 Page H



1/4 Page H



1/4 Page V

Size	Full Season	Single Show
Full Page (color)	\$2,700	\$350
Full Page (B&W)	\$1,650	\$250
1/2 Page Horiz.	\$829	\$160
1/4 Page Vert.	\$540	\$115
1/4 Page Horiz.	\$725	\$115

ADVERTISING TERMS

Advertisements must be submitted in an electronic format (no larger than 3 MB). All advertisements must be supplied camera-ready (defined as an actual size finished image in identical form to the way it should appear in the program) in EPS or TIFF format.

The same advertisement will be used for each production program. Any change-outs must be prearranged with the Marketing Office by the reservation deadline.



The School of Theatre at Florida State

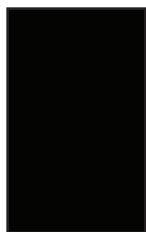
Playbill Advertising Contract 2018-2019 Season

Advertiser _____
 Contact Person _____ Title _____
 Business Address _____
 City, State, Zip _____
 Phone _____ Fax _____
 E-Mail Address _____

FOR OFFICE USE ONLY

Art _____ OK _____
 Invoice _____
 Payment _____
 Placement _____

Full Page



5' x 8"

Advertising Terms

Advertisements must be submitted in an electronic format. Files can be e-mailed (no larger than 3 MB) to nl16f@my.fsu.edu. All advertisements must be supplied camera-ready (defined as an actual size finished image in identical form to the way it should appear in the program) in PDF or JPEG format.

Specifications: Resolutions should be 300 dpi, CMYK for photo-based advertisements. All advertisements must be supplied camera-ready (defined as an actual size finished image in identical form to the way it should appear in the program) in PDF or JPEG format.

The same advertisement will be used for each production program. Any change-outs must be prearranged with the advertisement manager by the reservation deadline.

1/2 Page H



5" x 3 7/8"

Productions

Eurydice

October 5-14, 2018
 The Lab Theatre

Shakespeare in Love

October 19-28, 2018
 The Fallon Theatre

A New Brain

November 2-11, 2018
 The Lab Theatre

Pinkalicious the Musical

November 15-18, 2018
 The Fallon Theatre

Hairspray

February 15-24, 2019
 The Fallon Theatre

Mr. Burns, A Post- Electric Play

April 5-14, 2019
 The Lab Theatre

1/4 Page V



2 3/8" x 3 7/8"

Advertising Rates

AD Size	Full Season Ad (All 6 shows)	Individual Show Ad	Totals
Full Page (Cover)	\$2,700	N/A	Ad Size _____
Full Page Color	\$1,650	\$350	GRAND TOTAL \$ _____
Full Page B/W	\$1,250	\$250	Special Instructions: _____ _____ _____
1/2 Page Color	\$829	\$160	
1/4 Page V Color	\$540	\$115	
1/4 Page H Color	\$540	\$115	

1/4 Page H



2 3/8" x 1 7/8"

Billing

___ Included is a check in the full amount, payable to:
 FSU
 ___ Please charge my card for the: ___ Full Amount ___ Deposit only
 ___ AMX ___ Mastercard ___ Visa
 Card # _____ EXP. _____
 50% due up front and 50% to be invoiced on Jan. 1, 2019
 Authorized Signature _____

For information or to reserve space contact:

FSU School of Theatre
 Attn: Naomi Longshore
 239 Fine Arts Building, P.O. Box
 3061160
 Tallahassee, FL 32306
 Phone: 850.644-6488
 nl16f@my.fsu.edu