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...

15,158 TICKETS

were sold during the 2018-2019 season!
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, YOU WILL REACH...**
- 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 **15,158 audience members** in one season!
- The Princetown Review ranked FSU number 7 in its list of the best college Theatres nationwide! Promote your business and support our nationally recognized performing arts program.
- The School of Theatre potentially reaches a student community of more than **67,445 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.

**ADVERTISING OPTIONS**

<table>
<thead>
<tr>
<th>Size</th>
<th>Full Season</th>
<th>Single Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (color)</td>
<td>$2,700</td>
<td>$350</td>
</tr>
<tr>
<td>Full Page (B&amp;W)</td>
<td>$1,650</td>
<td>$250</td>
</tr>
<tr>
<td>1/2 Page Horz.</td>
<td>$829</td>
<td>$160</td>
</tr>
<tr>
<td>1/4 Page Vert.</td>
<td>$540</td>
<td>$115</td>
</tr>
<tr>
<td>1/4 Page Horz.</td>
<td>$540</td>
<td>$115</td>
</tr>
</tbody>
</table>

**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 2019-2020 Season

Advertiser: ________________________________________________
Contact Person: __________________       Title: __________________
Business Address: ___________________________________________
City, State, Zip: _____________________________________________
Phone: ____________________________ Fax: __________________
E-Mail Address: ______________________________________________

Advertising Terms
Advertisements must be submitted in an electronic format. Files can be
e-mailed (no larger than 3 MB) to js17r@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.

Advertise Terms

Productions
Chicago
October 11-27, 2019
The Fallon Theatre

The Importance of Being Earnest
November 1-10, 2019
The Lab Theatre

The True Story of The Three Little Pigs!
November 21-24, 2019
The Fallon Theatre

In The Heights
February 14-23, 2020
The Fallon Theatre

We are Proud To Present
February 28-March 8, 2020
The Lab Theatre

Marie Antoinette
April 3-11, 2020
The Lab Theatre

Advertising Rates

<table>
<thead>
<tr>
<th>AD Size</th>
<th>Full Season Ad (All 6 shows)</th>
<th>Individual Show Ad</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (Cover)</td>
<td>$2,700</td>
<td>N/A</td>
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</tr>
<tr>
<td>Full Page Color</td>
<td>$1,650</td>
<td>$350</td>
<td></td>
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<td>Full Page B/W</td>
<td>$1,250</td>
<td>$250</td>
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<tr>
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<td>$829</td>
<td>$160</td>
<td></td>
</tr>
<tr>
<td>1/4 Page V Color</td>
<td>$540</td>
<td>$115</td>
<td></td>
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<tr>
<td>1/4 Page H Color</td>
<td>$540</td>
<td>$115</td>
<td></td>
</tr>
</tbody>
</table>

Billing

Included is a check in the full amount, payable to: FSU
*Please charge my card for the: __Full Amount _Deposit only
*If paying by card, a representative from the ticket office will be in
contact for your card information.
50% due up front and 50% to be invoiced on Jan. 1, 2020

Authorized Signature: __________________________
Printed Name: __________________________________

FOR OFFICE USE ONLY
Art ______ OK ______ Invoice ________
Payment ________ Placement ________