

## Program Advertising and Ticket Packages

### About the Fredericton Playhouse

Located in beautiful downtown Fredericton adjacent to the provincial legislature, the Fredericton Playhouse has been providing a professional venue for the performing arts for more than 50 years.

Hosting local, national and international artists and companies, the award-winning Playhouse is the heart of the cultural scene in central New Brunswick. In the past year, the Playhouse had more than 66,700 visits. Incredibly, one out of every five households in Fredericton attends a ticketed performance at the Playhouse each year.

In a recent poll, the residents of Fredericton clearly voiced their appreciation for what the Playhouse provides to the community. When asked if access to the performing arts is important in terms of contributing to the region's quality of life - 67% indicated that it was. And 71% felt that the Playhouse facilities and programs are important to the health and vitality of the community.

Unquestionably, an association with the Fredericton Playhouse has incredible value.

[www.theplayhouse.ca](http://www.theplayhouse.ca)

### About the Spotlight Series & Kidstage Series

For 18 years, the Playhouse has offered a series of performances in its flagship program called the Spotlight Series. In 2018-19, the series will see 27 performances in music, dance, theatre, comedy and variety from some of the best touring artists working today – from across Canada, the USA, Australia, and Ireland.

The Kidstage series is an innovative series of professional performances specifically designed to engage children and their families and to introduce a new generation to the magic of live performance.

Membership and attendance for these series has been growing steadily, with over 13,000 expected to attend this season.

[www.theplayhouse.ca/spotlight/](http://www.theplayhouse.ca/spotlight/)

<http://www.theplayhouse.ca/kidstage-series/>

### About the Publication

The house program is a high quality print booklet distributed to each audience member attending the Spotlight and Kidstage series. The program features information about the shows, the artists, and the program for the event. It is published twice per season: Fall/Holiday (October to December) and Winter/Spring (January to May). The program is often kept as a keepsake or a reference publication for upcoming events.

Advertising in one or both of the Playhouse's Spotlight Series show programs is an excellent way to enhance your business profile, reach a strong consumer demographic and demonstrate your organization's commitment to Fredericton's cultural community.

### Details + Demographics

- ✓ Reach = ~13K+
- ✓ Greater Fredericton Residents
- ✓ primarily 45-74 years old
- ✓ predominantly female
- ✓ predominantly married
- ✓ majority do not have children at home
- ✓ household income = \$50 to 200K
- ✓ bachelor degree equivalent or higher

## Ticket and Advertising Packages

All advertising is full colour. Ticket packages include 2 pairs of tickets for four shows in each half of the season (see next page for details). Tickets are a great for:

- ❖ entertaining clients
- ❖ rewarding staff
- ❖ personal use
- ❖ saving up to 42% off the price of admission to great performances!

	One edition (half season)		Two editions (full season)	
		+tickets (better value)	(better value)	+tickets (best value)
<b>Inside Cover</b> 5.5"W x 8.5"H	\$800	\$1,000	\$1,500	\$1,900
<b>Full page</b> 5.5"W x 8.5"H	\$700	\$900	\$1,300	\$1,700
<b>1/2 Page</b> 5.5"W x 4.25"H	\$450	\$650	\$800	\$1,200
<b>1/4 Page</b> 2.75"W x 4.25"H	\$375	\$575	\$650	\$1,050

*\*All prices subject to 15% HST*

### Specifications & Terms

**Booking deadlines:** August 24, 2018 (Fall) and November 30, 2018 (Winter/Spring)

**Artwork deadlines:** August 31, 2018 (Fall) and December 7, 2018 (Winter/Spring)

All ads must be provided camera-ready. (For full page ads and covers, please allow .25" bleed)

Accepted formats:

- 300 dpi (high resolution) .jpeg or .tiff
- Print-ready PDF
- EPS format

All advertising content and design must be acceptable to the Fredericton Playhouse, which reserves the right to postpone or refuse, without penalty, publication of any advertisement.

**For all bookings and submissions:**

**Deborah Spilman | The Spilman Group**

[marketing@thespilmangroup.com](mailto:marketing@thespilmangroup.com)

**(506) 461-1971**

# 2018-19 Advertiser Ticket Packages

**Save up to 42% on shows from Fredericton Playhouse's "Spotlight Series"**

## **Fall/Holidays 2018 Package**

*One pair of tickets to four great shows (8 tickets total)*

### **Pick two (2) from:**

- Ailey II (contemporary dance)
- Classic Albums Live performs Led Zeppelin's *Houses of the Holy* (music)
- Celtic Tenors: *Christmas* (music)
- Tales of a Charlie Brown Christmas (music)

### **Pick two (2) from:**

- Collectif 9 with Architek Percussion: *My Backyard Somewhere* (music, spoken word)
- Lloyd Speigal (music)
- Metropolis* (music, film)
- Fortunate Ones (music)
- A Christmas Time* with Ennis Sisters (music)

## **Winter/Spring 2019 Package**

*One pair of tickets to four great shows (8 tickets total)*

### **Pick two (2) from:**

- Steven Page with Symphony NB (music)
- Thank You For Being Friend: The Ultimate Golden Girls Experience* (theatre, comedy)
- Justin Flom, Magician
- Classic Albums Live performs Queen's *A Night at the Opera* (music)
- Canada's Ballet Jorgen: *Coppélia* (classical ballet)
- Leahy (music)

### **Pick two (2) from:**

- Gadfly (contemporary dance)
- Luke MacMaster + Ian Sherwood (music)
- James Mullinger: *Almost Canadian* (comedy)
- Prisoner of Tehran*: Motus O Dance Theatre (dance, theatre)
- HUFF* (theatre)
- Royal Wood (music)
- Manitoba Chamber Orchestra (music)
- God is a Scottish Drag Queen* (theatre, comedy)
- Chase Padgett: *Nashville Hurricane* (theatre, music)