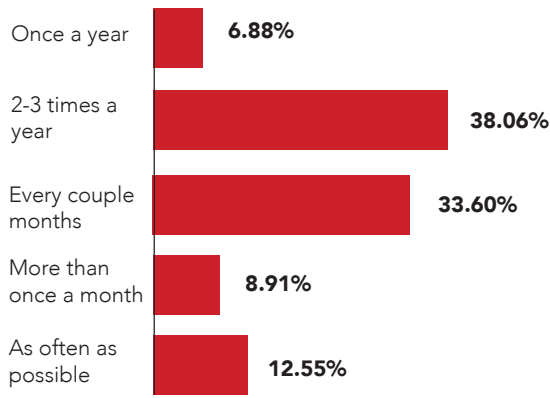


CARDINAL STAGE COMPANY PLAYBILL ADVERTISING

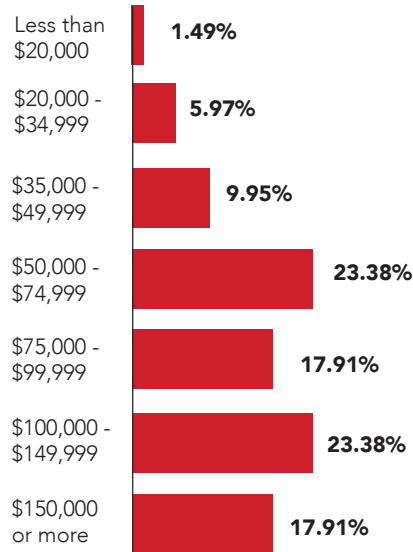


900 S. Walnut Street, Bloomington IN 47401
812-336-7110 (admin) | 812-336-9300 (box office)

THEATRE ATTENDANCE



ANNUAL HOUSEHOLD INCOME



LOCATION

Monroe County - 83.91%

Brown County - 1.74%

Greene County - 2.61%

Other - 11.73%
(Lawrence, Owen, Johnson, Morgan, Boone, Marion)

AGE

18-30	31-50	51-70	71+
4.1%	28.5%	52.9%	14.5%

BY THE NUMBERS*

**Numbers based on 2015-2016 Season*

NUMBER OF SHOWS: **9** → 7 Mainstage & 2 Cardinal For Kids

TICKETS SOLD: **28,191** → Holiday Show Only: 10,355 tickets

TICKETS TO MAINSTAGE SHOWS: **22,691**

TICKETS TO CARDINAL FOR KIDS SERIES: **5,500**

EMAIL SUBSCRIBERS: **13,000+**



OUR PATRONS ARE YOUR CUSTOMERS

ADVERTISE YOUR BUSINESS IN CARDINAL'S PLAYBILLS

MANY BENEFITS TO ADVERTISING WITH CARDINAL

High Visibility. 25,000+ people attend Cardinal shows each season.

Great Reputation. Your business will be aligned with the quality, professionalism, and value associated with a Cardinal Stage Company production.

Connection. Your business will be part of Bloomington's thriving arts community.

Increased Customers. Our patrons are devoted to supporting local businesses.

ADVERTISEMENT SIZING & ORDER INFORMATION

TO COMPLETE ORDER

Use attached order form and return to Cardinal Stage Company

TO SUBMIT ARTWORK

- Email in pdf format (300dpi) to leah@cardinalstage.org
- No bounding rule (border) around the advertisement

CONTACT

Leah Boruff-Bodoin
Audience Services Manager
Cardinal Stage Company
leah@cardinalstage.org
812-336-7110

cardinalstage.org

YOUR AD CAN BE SEEN IN TWO SPRING 2018 & TWO FALL 2018 PRODUCTION PLAYBILLS.



MAR 30 - APR 15, 2018



JUNE 15 - JULY 1, 2018

FALL 2018 SHOWS TBA

AD RATES

SIZE	Four Mainstage Shows (save over 10%)	2018 Family Holiday Show	Single Mainstage Show (non-holiday)
Small (BW) (4.875" W x 2" H)	\$625	\$290	\$145
Banner (BW) (7" W x 2" H)	\$775	\$350	\$175
Sidebar (BW) (2" W x 8" H)	\$825	\$370	\$185

SIDEBAR

2" wide x 8" high



PLAYBILL ADVERTISING SIZES

SMALL (WIDE) BUSINESS CARD

4.87" wide x 2" high

BANNER

7" wide x 2" high

CARDINAL STAGE COMPANY

HOW TO ADVERTISE

- 1 Choose ad size
- 2 Choose advertising package
- 3 If you select "Mainstage Show," indicate which show to feature your ad.

Size*	Four Mainstage Shows (save over 10%)	2018 Family Holiday Show	Mainstage Show (non-holiday)
Small (BW) 4.875" x 2" H	<input type="checkbox"/> \$625	<input type="checkbox"/> \$290	<input type="checkbox"/> \$145
Banner (BW) 7" W x 2" H	<input type="checkbox"/> \$775	<input type="checkbox"/> \$350	<input type="checkbox"/> \$175
Sidebar (BW) 2" W x 8" H	<input type="checkbox"/> \$825	<input type="checkbox"/> \$370	<input type="checkbox"/> \$185

MAINSTAGE SHOW SELECTION**

- The Complete History of Comedy (abridged)
- Fun Home
- Fall Show #1

*Fall 2018 playbill sizes subject to change.

**Artwork is due two months before show opening. If an ad deadline has already passed for a specific show, Cardinal Stage will let you know in advance of processing payment and will let you select a different production playbill to feature your ad.

COMPANY INFORMATION

Name: _____

Company Name: _____

Street Address: _____

City: _____

State: _____

Zip Code: _____

Phone: _____

Email: _____

PAYMENT INFORMATION

Please charge my: VISA MASTERCARD DISCOVER AMERICAN EXPRESS

CARD NUMBER: _____

EXPIRATION DATE: _____

SIGNATURE: _____

CVC NUMBER: _____

Enclosed Check Payable to Cardinal Stage Company is attached.

Please Invoice Me

Mail completed form to Cardinal Stage Company at 900 S Walnut St Bloomington, IN 47401

OR scan and email to Leah Boruff-Bodoin at leah@cardinalstage.org.