

GRAND THEATRE

2022/23 SEASON **HOUSE PROGRAM ADVERTISING**

Based on a recent survey conducted with its audience members the Grand Theatre will be re-introducing printed house programs for its 2022/23 Season.

A virtual house program will also be made available. In addition to having Grand Theatre House Programs available on site for all ticket purchasers, the Grand Theatre does not limit online access to anyone interested in viewing/downloading the program online.

The Grand Theatre's 2022-23 Season will have 6 Shows in its subscriber series on the Spriet Stage (839 seats). Additionally, there will be a special presentation of "Fall on Your Knees" as part of Canadian tour taking place in late March – early April.

Two productions on the Auburn Stage (120-150 seats) will take place.
Audience capacities for each show varies.

Capacity for Holiday Show of ELF is anticipated to be highest – with highest percentage of single show ticket buyers.

Please visit grandtheatre.com for more information on the shows in the 2022-23 Season

SPRIET STAGE	RUN DATES	TOTAL # SHOWS	TOTAL PRINT IMPRESSIONS
GRAND GHOSTS	October 18 – November 5	22	8,800
ELF	November 22 – December 24	38 (extension to max 54)	15,000
CONTROLLED DAMAGE	January 17-29	15	4,500
BOOM X	February 7-25	22	8,800
RUBABOO	March 7-25	22	5,500
EAST COAST KITCHEN PARTY	April 18 – May 6	22	7,500
SPECIAL PRESENTATION			
FALL ON YOUR KNEES	March 29-April 2	6	2,000
AUBURN STAGE	RUN DATES	TOTAL # SHOWS	TOTAL PRINT IMPRESSIONS
MIXTAPE	November 8 – 20	15	2,000
HOMES	February 21- March 5	15 (extension to max 23)	2,000

SPRIET STAGE HOUSE PROGRAMS

AD SIZE/LOCATION	HOLIDAY SHOW	SPRIET REGULAR	FULL SEASON SAVE 20%
OUTSIDE BACK COVER	\$3,000	\$2,750	\$15,400 Price per insert \$2,567
INSIDE BACK COVER	\$1,650	\$1,500	\$8,320 Price per insert \$1,387
FULL PAGE	\$1,500	\$1,300	\$7,200 Price per insert \$1,200
HALF PAGE	\$1,050	\$950	\$5,240 Price per insert \$873
QUARTER PAGE*	\$800	\$750	\$4,040 Price per insert \$673

***THERE IS VERY LIMITED AVAILABILITY OF QUARTER PAGE ADS – SUGGEST ½ PAGE FOR INCREASED EXPOSURE**

SPECIAL OFFER!

Purchase a full page for Spriet Stage full season and receive:

- Guaranteed premium placement
- Complimentary Ad in the Grand's Special Presentation of "Fall on Your Knees"
- 50% discount on full page ads for Auburn Stage Shows
- 2 Complimentary Tickets to all Spriet Stage Productions (a performance of your choice)

AUBURN DEVELOPMENTS STAGE HOUSE PROGRAMS

AD SIZE/LOCATION	MIXTAPE	HOMES	BOTH AUBURN/ NO SPRIET (33% SAVE)	BOTH AUBURN SHOWS DISCOUNTED WITH FULL PAGE OF SPRIET SEASON (67% SAVINGS)
OUTSIDE BACK COVER	\$1,500	\$1,500	\$2,000	\$1,000
INSIDE BACK COVER	\$750	\$750	\$1,000	\$500
FULL PAGE	\$500	\$500	\$670	\$335
HALF PAGE	\$250	\$250	\$335	N/A

HOUSE PROGRAM AD DIMENSIONS

Outside Back Cover	5 ½" wide by 8 ½" high, plus ¼" bleed
Inside Back Cover	5 ½" wide by 8 ½" high, plus ¼" bleed
Full Page	5 ½" wide by 8 ½" high, plus ¼" bleed
Half Page	4 ¾" wide x 3 ¾" high
Quarter Page	2 ¼" wide x 3 ¾" high

ARTWORK DEADLINES

SPRIET STAGE	RUN DATES	ARTWORK DUE
GRAND GHOSTS	October 18 – November 5	September 8
ELF	November 22 – December 24	October 14
CONTROLLED DAMAGE	January 17-29	December 9
BOOM X	February 7-25	December 29
RUBABOO	March 7-25	January 30
EAST COAST KITCHEN PARTY	April 18 – May 6	March 10
SPECIAL PRESENTATION		
FALL ON YOUR KNEES	March 29-April 2	February 20
AUBURN STAGE		
MIXTAPE	November 8 – 20	October 7
HOMES	February 21- March 5	January 16

ARTWORK SPECIFICATIONS

Please send camera ready artwork to Grace Day Hodson – gdayhodson@grandtheatre.com
519-672-9030 x245

All material to be supplied electronically on or in advance of the date noted.

ACCEPTED FORMATS

PDF with crop marks - 300 dpi
 Adobe Illustrator - saved as an EPS*
 Adobe Photoshop - saved as an EPS, TIFF or JPG
 *fonts converted to outlines

TRANSPORTATION MEDIA

The following are acceptable media formats for your files:
 650 MB CD (MAC)
 4.7 GB DVD (MAC)
 FTP site (if you have your own FTP site, please forward downloading instructions to gdayhodson@grandtheatre.com)

COLOUR ADVERTISING

The Grand prints using four colour process (CMYK).

Please, no RGB or spot colours.

STYLE

Reverse type should be no smaller than 8 pt. and always bold face.

Fine type or sans serif style in reverse should be no smaller than 12 pt.

FILE PREPARATION

Please proofread your ad.

Ensure all colour images are CMYK and have a resolution of 300 dpi at 100%.

Ensure that all grayscale images and logos are either TIFF or EPS format (no graphic compression).

The file name should reference the name of your company.

If the files need to be compressed to send by email, please use Stuffit (MAC).