

# CIRCLE THEATRE

# 2018 PLAYBILL ADVERTISING

Circle Theatre is dedicated to producing an exceptional live theatre experience in West Michigan utilizing the talent of local artists. Nestled in the heart of Aquinas College's beautiful campus located between Eastown and East Grand Rapids - Circle Theatre produces five Main Stage shows each season, as well as a Magic Circle family show and Summer Concert Series, offering the perfect venue for our community to gather during the spring and summer months.

## MAIN STAGE SERIES

The spotlight of our May-September season, the Main Stage Series features classics and premieres, comedies and dramas, heartbreakers and tearjerkers.

## MAGIC CIRCLE

For 50 years and counting, we have focused on re-imagining classic children's stories and fairy tales for a modern, family audience - and invite audiences of all ages to experience the magic of live theatre.



A CHORUS LINE | 2017

## WHO IS THE CIRCLE THEATRE AUDIENCE?

Circle Theatre performances reach over 20,000 patrons each year. Audience members are local lovers of arts and culture who enjoy live performance, dining out, films, and travel.

- 50% have an annual income of \$75K-\$150K
- 60% are employed, nearly 40% are retired
- 70% have a university degree
- 45% enjoy dinner at a local restaurant after a Circle Theatre show



THE ADDAMS FAMILY | 2017



TO KILL A MOCKINGBIRD | 2017

**2018 MAIN STAGE ADVERTISING SEASON**  
**INTO THE WOODS | MAY 3-19**  
**A FEW GOOD MEN | MAY 31-JUNE 16**  
**SNOW WHITE | JUNE 27-30**  
**FUN HOME | JULY 12-28**  
**LEADING LADIES | AUGUST 9-25**  
**ON THE TOWN | SEPTEMBER 6-22**

# CIRCLE THEATRE



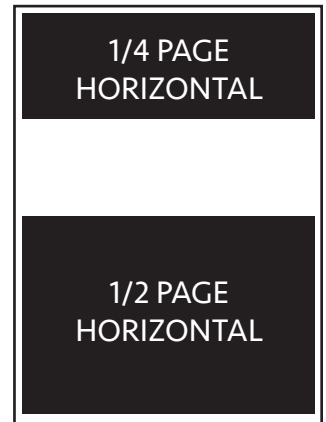
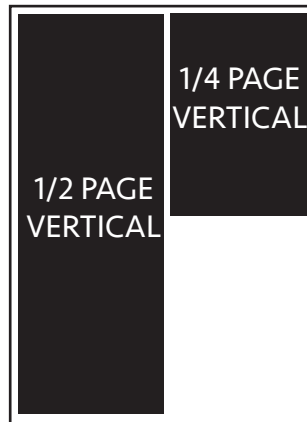
## PLAYBILL ADVERTISING

	SEASON	PER SHOW	DIMENSIONS
<input type="checkbox"/> FULL PAGE: BLACK AND WHITE .....	\$1550	\$350	5.5" X 8.5" (1/8" BLEED)
<input type="checkbox"/> HALF PAGE HORIZONTAL: BLACK AND WHITE .....	\$940	\$200	5.5" X 4.25"
<input type="checkbox"/> HALF PAGE VERTICAL: BLACK AND WHITE .....	\$940	\$200	2.75" X 8.5"
<input type="checkbox"/> QUARTER PAGE HORIZONTAL: BLACK AND WHITE .....	\$525	\$125	5.5" X 2.125"
<input type="checkbox"/> QUARTER PAGE VERTICAL: BLACK AND WHITE .....	\$525	\$125	2.75" X 4.25"
<input type="checkbox"/> BACK COVER: COLOR .....	\$2000	N/A	5.5" X 8.5" (1/8" BLEED)
<input type="checkbox"/> INSIDE FRONT COVER: COLOR .....	\$1900	N/A	5.5" X 8.5" (1/8" BLEED)
<input type="checkbox"/> INSIDE BACK COVER: COLOR.....	\$1900	N/A	5.5" X 8.5" (1/8" BLEED)

**JOIN OUR CIRCLE** ..... **25% OFF FOR FIRST-TIME ADVERTISERS**  
**MULTI-YEAR CONTRACT**..... **10% OFF FOR 2-YEAR ADVERTISING CONTRACTS**

### 2018 ARTWORK DEADLINE FULL SEASON | APRIL 2

INTO THE WOODS | APRIL 2  
 A FEW GOOD MEN | APRIL 30  
 SNOW WHITE | MAY 28  
 FUN HOME | JUNE 11  
 LEADING LADIES | JULY 9  
 ON THE TOWN | AUGUST 6



ADVERTISER NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_

PAYMENT TYPE:

- CREDIT CARD       CHECK (PAYABLE TO CIRCLE THEATRE)       TRADE

NAME ON CARD \_\_\_\_\_

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

BILLING ZIP CODE \_\_\_\_\_ SIGNATURE \_\_\_\_\_

**DIGITAL ARTWORK FILES SHOULD BE 300 DPI RESOLUTION IN PDF OR EPS FORMAT**  
**PLEASE SEND COMPLETED FORM & ARTWORK TO [MARKETING@CIRCLETHEATRE.ORG](mailto:MARKETING@CIRCLETHEATRE.ORG) BEFORE THE DEADLINE LISTED ABOVE**  
**FORMS MAY ALSO BE MAILED TO: CIRCLE THEATRE | 1700 FULTON STREET EAST | GRAND RAPIDS, MI 49506**