



**ARENA STAGE AT THE MEAD CENTER FOR AMERICAN THEATER**  
**2011/12 SEASON PROGRAM ADVERTISING**  
**Advertising Contact:** Linda Lombardi, Associate Director of Marketing  
 llombardi@arenastage.org | 202-600-4054

**2011/12 Season**

**Rodgers and Hammerstein's *Oklahoma!***

Fichandler Theater  
 July 8-Oct. 2, 2011  
 Ad Deadline: Fri., May 27, 2011

***Trouble in Mind***

Kreeger Theater  
 Sep. 9-Oct. 23, 2011  
 Space Reservation Deadline: Fri., July 22, 2011  
 Ad Deadline: Fri., July 29, 2011

**Oregon Shakespeare Festival's production of *Equivocation***

Kreeger Theater  
 Nov. 18, 2011-Jan. 1, 2012  
 Space Reservation Deadline: Fri., Sep. 30, 2011  
 Ad Deadline: Fri., October 7, 2011

***You, Nero***

Fichandler Theater  
 Nov. 25, 2011-Jan. 1, 2012  
 Space Reservation Deadline: Fri., Sep. 30, 2011  
 Ad Deadline: Fri., Oct. 7, 2011

***Red***

**Produced in association with Goodman Theatre**

Kreeger Theater  
 Jan. 20-Mar. 4, 2012  
 Space Reservation Deadline: Fri., Dec. 2, 2011  
 Ad Deadline: Fri., Dec. 9, 2011

***Ah, Wilderness!***

Fichandler Theater  
 Mar. 9-Apr. 8, 2012  
 Space Reservation Deadline: Fri., Jan. 13, 2012  
 Ad Deadline: Fri., Jan. 20, 2012

***Long Day's Journey into Night***

Kreeger Theater  
 Mar. 30-May 6, 2012  
 Space Reservation Deadline: Fri., Feb. 3, 2012  
 Ad Deadline: Fri., Feb. 10, 2012

**Meredith Willson's *The Music Man***

Fichandler Theater  
 May 11-July 22, 2012  
 Space Reservation Deadline: Fri., Mar. 23, 2012  
 Ad Deadline: Fri., Mar. 30, 2012

***The Normal Heart***

Kreeger Theater  
 June 8-July 29, 2012  
 Space Reservation Deadline: Fri., Apr. 20, 2012  
 Ad Deadline: Fri., Apr. 27, 2012

**Ad Rates & Dimensions**

PRODUCTION	PRINT RUN	PREMIUM FULL PG.*	FULL PG. COLOR	FULL PG. B&W	½ PG. COLOR	½ PG. B&W	¼ PG. COLOR	¼ PG. B&W
<i>Oklahoma!</i>	50,000	\$2,000	\$1,650	\$1,500	\$1,075	\$975	\$550	\$500
<i>Trouble in Mind</i>	20,000	\$1,850	\$990	\$900	\$550	\$500	\$330	\$300
<i>Equivocation</i>	15,000	\$1,850	\$745	\$675	\$415	\$375	\$250	\$225
<i>You, Nero</i>	20,000	\$1,850	\$990	\$900	\$550	\$500	\$330	\$300
<i>Red</i>	20,000	\$1,850	\$990	\$900	\$550	\$500	\$330	\$300
<i>Ah, Wilderness!</i>	20,000	\$1,850	\$990	\$900	\$550	\$500	\$330	\$300
<i>Long Day's Journey...</i>	20,000	\$1,850	\$990	\$900	\$550	\$500	\$330	\$300
<i>The Music Man</i>	50,000	\$2,000	\$1,650	\$1,500	\$1,075	\$975	\$550	\$500
<i>The Normal Heart</i>	25,000	\$1,850	\$1,235	\$1,125	\$685	\$625	\$415	\$375

\*Only available in color.

**Finished Program Size:** 6" x 9"  
**Half-Page:** 5.5" x 4.1875"

**Full-Page:** 5.5" x 8.5" w/o bleed or 6.5" x 9.5" with .025" bleed  
**Quarter-Page:** 2.6875" x 4.1875"



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**Arena Stage Patron Demographics**

Source: Target Resource Group, June 2011

**TOTAL SUBSCRIBERS (2011/12): 8,000 (as of 6/1/11)**

Age	Gender	Marital Status	Children
35 and under: 17%	Female: 53%	Married: 69%	None: 46%
36-44: 13%	Male: 47%	Single: 31%	1-3: 53%
45-54: 19%			4 or more: 1%
55-64: 25%			
65 and over: 26%			

Household Income	Residence	Education
\$49,999 and under: 9%	District of Columbia: 20%	High School: 27%
\$50,000-69,999: 10%	Virginia: 36%	College: 30%
\$70,000-99,999: 21%	Maryland: 32%	Graduate School: 43%
\$100,000 and over: 60%	Outside Metro Area: 12%	

**2011/12 Advertising Contract**

Please complete and return this form to Linda Lombardi at llombardi@arenastage.org.

Company Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_  
 E-mail \_\_\_\_\_

Payment (check one)     Check (payable to Arena Stage)     Visa     MasterCard     American Express

Name on Credit Card \_\_\_\_\_

CC Number \_\_\_\_\_

Exp. \_\_\_\_\_    CCV \_\_\_\_\_    Billing ZIP \_\_\_\_\_

**Please send payment to: Arena Stage, Attn: Program Advertising, 1101 Sixth St., SW, Washington, DC 20024**

The Advertiser hereby authorizes and directs Arena Stage to publish advertising in the issues and programs specified pursuant to the terms and conditions set forth in this agreement. Arena Stage agrees to run an advertisement for the aforementioned Advertiser. Payment in full is due within 30 days of publication for returning advertisers. For first time advertisers, payment is due when artwork is due. Please make checks payable to Arena Stage. Content of ad is subject to approval by Arena Stage. Arena Stage reserves the right not to print the advertisement for failure to receive ad copy by the Material Due Dates. If the required production materials are not supplied by Advertiser, then advertiser will be charged for Arena Stage creating the necessary material(s). Mechanical reproductions and specifications are indicated on the attached specifications page. Liability for mistakes is limited to amounts paid hereunder. Any amounts past due shall be non-assignable and non-cancelable. Any amounts past due shall be subject to interest at the rate of 1.5% per month or the maximum legal rate of interest allowed by law. The parties signing below warrant and represent that they have the authority to enter into this agreement.

Authorized Signature \_\_\_\_\_    Date \_\_\_\_\_

Print Name \_\_\_\_\_    Title \_\_\_\_\_

Arena Stage Rep \_\_\_\_\_    Date \_\_\_\_\_