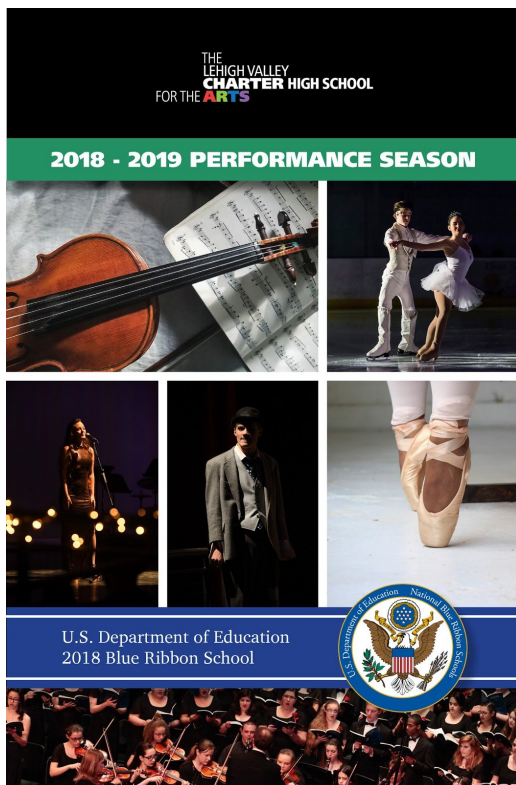


Playbill Advertising

Promote your business or organization to a dedicated community of students, parents, and community arts patrons through an advertisement in the Charter Arts 2020-2021 Performance Season Playbill.

It's a New Season

The 2020-2021 Performance Season will *Innovate and Inspire in New Ways!*



Normally, each school year, Charter Arts produces more than 90 in-house performances, exhibits and events that attract thousands of students, families and community arts patrons.

Our audiences come back again and again to experience the beautiful artistry and professional production quality that our season has to offer. While this year's season will be much smaller and virtual due to COVID-19, it won't stop our incredible young artists from putting on a show.

Charter Arts is committed to providing innovative virtual events that will focus on the artistic process, student-centered original works, and creativity. We will be inspiring each other as we create new and innovative ways to bring art to our dedicated audience. You can be a part of this special season!

A New Season, A New Playbill

Purchase a FULL SCREEN or HALF SCREEN Advertisement

This year, instead of producing a printed performance season playbill, we will be producing a playbill advertisement reel that will stream at the start of each ticketed virtual performance. This reel will run during Charter Arts' virtual season and if, at any point, the season reverts back to in-person performances, the advertisement reel will run on the Charter Arts Theatre lobby monitors as patrons arrive for performances.

Details

Full-screen Advertisement: \$350

1920x1080 pixels, Full Color

Half-screen Advertisement: \$175

960x1080 pixels, Full Color

Show Sponsor Advertisement: \$600

1920x1010 pixels, Full Color

In addition to having your full-screen advertisement run for the 2020-2021 season, as a Show Sponsor advertiser, you will choose one show for which your company receives special recognition. Your business or organization will receive voice over recognition at the start of the selected show and your ad will also appear on the school website event listing for that show. In addition, your logo will be included in any email marketing campaign sent out for that show.

*(*Please note that the Show Sponsor package does not include recognition in press releases or media for the show as that designation will be reserved for the 2020-2021 Performance Season Sponsor. If you would like to receive information about the Performance Season sponsorship, please email communications@charterarts.org)*

*** Ad content must be school appropriate. Charter Arts reserves the right for editorial discretion.*

ORDER YOUR PLAYBILL AD:

1. Return this completed form via mail or email, along with payment to:

Mail To: Lehigh Valley Charter High School for the Arts c/o Playbill Ad Program

321 East 3rd Street, Bethlehem, PA 18015

Email to: agillette@charterarts.org

2. Email ad artwork to agillette@charterarts.org by October 2, 2020.

Ad format can be JPEG or PNG. Please title your ad file with the company/business name.

If you cannot supply proper format please check the \$25.00 layout fee. We cannot accept scanned business cards.

- \$25.00 Non digital layout fee (if needed)

Please check desired ad size:

- Full Screen Ad (\$350)
- Half Screen Ad(\$175)
- Show Sponsor Ad Package (\$600)

Business Name:

Contact Name:

Address:

Email:

Phone:

Payment Type:

- Check (Checks payable to Lehigh Valley Charter High School for the Arts)
- Credit Card Type (CIRCLE): AMEX VISA MASTERCARD DISCOVER

#: CV (Card Security Code)

Exp:

Every student who is credited for a playbill ad sale, will be included in a prize raffle:

This ad is credited to (include Student Name and Artistic Major):