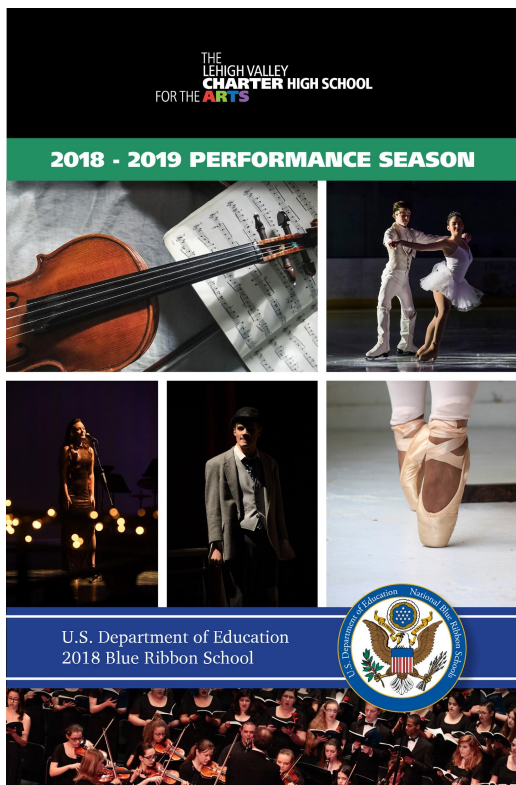


Playbill Advertising

Promote your business or organization to a dedicated community of students, parents, and community arts patrons through an advertisement in the Charter Arts 2021-2022 Performance Season Playbill.

It's a New Season

The 2021-2022 Performance Season is back in-person!



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

Our audiences come back again and again to experience the beautiful artistry and professional production quality that our season has to offer. This year, we are planning a full line-up of in-person events and will continue to follow and adjust to Covid-19 Health & Safety protocols as they arise as we invite patrons to our performance spaces.

In addition, since last year's landscape parlayed us into producing exceptional virtual events, there will be some offerings in the virtual space as well. We look forward to welcoming our dedicated audience. You can be a part of this exceptional season!

A New Season, A New Playbill

Purchase a FULL PAGE, HALF PAGE or QUARTER PAGE Advertisement

This year, we will be producing a printed performance season playbill to be used for in-person events as well as producing an advertisement reel that will stream at the start of any ticketed virtual performance. The playbill will also appear on the school website.

Full Page Advertisement Package: \$600

Printed Ad: 4 ½" x 7 ½", Black and White

Digital Full Slide for Ad Reel: 1920x1080 pixels, Full Color or Black and White

Half Page Advertisement Package: \$350

Printed Ad: 4 ½" x 3 ½", Black and White

Digital Half Slide for Ad Reel: 960x1080 pixels, Full Color or Black and White

Quarter Page Advertisement: \$175

Printed Ad: 2" x 3 ½", Black and White

No digital ad with this option

Show Sponsor: \$750 A Show Sponsor advertiser will receive the Full Page Ad package described above and will choose one show for 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 5, 2021.

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 Page Ad (\$600) Half Page Ad (\$350) Quarter Page Ad (\$175)
- Show Sponsor Package (\$750)

Business Name:

Contact Name:

Address:

Email:

Phone:

Payment Type:

- Check (Checks payable to Lehigh Valley Charter High School for the Arts)
- Credit Card - We will email a payment link to you.

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):
