

## Spring Playbill Ads!

Promote your business or organization to a dedicated community of students, parents, and arts patrons through a spring season advertisement in the Charter Arts 2023-2024 Performance Season Playbill and on our Main Stage Theatre Ad Reel! .

## We are having a great season!

**Our 2023-2024 Performance Season has welcomed thousands of patrons already!**



Each year, Charter Arts hosts a full season of 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. The Charter Arts Theatre, Black Box Theatre and Commons Cafe play host to a full line-up of music, dance and theatre productions as well as literary showcases, production arts special events and more! Don't forget to also check out our season of exceptional art exhibitions in our Corpora Gallery.

We look forward to welcoming our dedicated audience for the second half of our 2023-2024 season.

Your business can shine at our spring events!

## Universal Playbill & Ad Reel Advertisements

Charter Arts produces a universal playbill that is used for a variety of school-produced theatre, dance, and music performances that take place throughout the season in our Charter Arts Theatre. **For these main stage shows, we also produce a slide reel that runs on our large theatre screen for audiences to view as they wait for the show to begin.**

SPRING ONLY AD RATES are listed below at reduced prices from the full season ad price. These spring only ads will run for main stage school-produced shows from March-May 2024.

### Purchase a Playbill Advertisement

Your ad will appear in our printed universal playbill. Your full or half-page ad will also appear in our ad reel presentation that runs for audiences at the start of school-produced shows that take place in the Charter Arts Theatre.

#### Full Page Advertisement Package: Full Season \$600 (\$375- Spring Only)

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

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

#### Half Page Advertisement Package: Full Season \$350 (\$225 Spring Only)

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

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

#### Quarter Page Advertisement: Full Season \$200 (\$125 Spring Only)

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

No digital ad with this option

*\*\* 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](mailto:agillette@charterarts.org)

### 2. Email ad artwork to [agillette@charterarts.org](mailto:agillette@charterarts.org) by February 14, 2024.

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: Using SPRING ONLY AD Rates

☐ Full Page Ad      ☐ Half Page Ad      ☐ Quarter Page Ad

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, send request to [agillette@charterarts.org](mailto:agillette@charterarts.org).

*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):*

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