

Saco River Theatre 2024 Playbill Ad Rate Sheet

Saco River Theatre is now offering advertising space in our 2024 Season Playbill. Please consider supporting Saco River Theatre by advertising in our playbill and increasing your exposure in the community. By purchasing an ad, you are investing in the continued growth of community performing arts, as well as the growth of your business. We hope that you will consider partnering with Saco River Theatre.

Who Will See Your Good Work?



2,500–4,500 PLAYBILL VIEWS

3 Plays: 1,500-3,000

10+ Concerts: 1,000-1,500

2 Art Exhibits: 200-300

Total Patrons: 2,500-4,500



EVENT SITE & SOCIAL MEDIA ANNOUNCEMENTS

Projected and/or spoken recognition at events, and inclusion in online posts, per sponsorship category



1,400 POSTERS & EVENT SCHEDULES

Distributed at businesses throughout York and Cumberland Counties



3,000 MONTHLY WEBSITE VISITS

Acknowledgement on our sponsorship page, as well as in event listings, per sponsorship category

PLAYBILL AD SPECS & RATES

	B&W	COLOR	
Full Page (4.75" w x 7.75" h)	\$600	\$725	Our playbill is a professionally printed show program: 5.5" wide by 8.5" high ALL AD SIZES ARE NON-BLEED
Half Page (4.75" w x 3.75" h)	\$300	\$400	
Quarter Page (4.75" w x 1.875" h or 2.25" w x 3.75" h)	\$200	\$275	
Eighth Page (2.25" w x 1.875" h)	\$100	\$150	

PRICES ARE FOR STANDARD ADS: PRINT-READY AD PROVIDED BY YOU OR WE ASSEMBLE A BASIC AD USING GRAPHICS AND TEXT (OR A BUSINESS CARD) YOU PROVIDE.

FOR DETAILS, DEADLINES, AND MORE INFORMATION,
EMAIL INFO@SACORIVERTHEATRE.ORG OR CALL 207-929-6615.