



East Tennessee's
Professional Regional Theatre

2021/2022 Digital Playbill Advertising Rates

80 Performances / 5 Issues

Out of an abundance of caution, we are planning to create our playbills digitally this season for: ***A Christmas Carol***, ***The Curious Incident of the Dog in the Night-Time***, ***She Kills Monsters***, ***Blood at the Root***, and ***Always...Patsy Cline***.

The playbills will be featured on the show page of each production, included in each e-blast sent to more than 20,000 patrons promoting each production, and then sent as a link in each pre-performance email sent to patrons attending each production.

Additionally, for this season only, we are thrilled to offer you full color at the price you would normally have paid for black and white advertising.

We're thrilled to be back in the theater and we thank you for supporting the Clarence Brown!

Full Page
5.25" x 8.25"

Quarter Page
2.5" x 4"

Half Page
5.25" x 4"

4 COLOR ADS

	<u>Season</u>	<u>Per Show</u>
Full page	\$2,100	\$420
Half page	\$1,200	\$240
Quarter page	\$700	\$140

BALANCE DUE: Payment is due 30 days after invoice is received

ADVERTISING POLICIES:

- Ads cancelled after the deadline will be charged for the space ordered.
- The CBT will not be liable for damages or any error in any advertisement for more than the cost of the space occupied by that which is an error.
- The advertiser is responsible for obtaining photo releases from persons whose pictures appear in advertisements.
- The advertiser and/or agency assumes liability for all content (including text representation and illustrations) of advertisements printed, and assumes responsibility for any claims against the publisher.
- The CBT reserves the right to refuse any advertisement at its own discretion.
- If you require a tear sheet, please contact us for payment arrangements.

ADVERTISING FORMAT:

PDF files are preferred.

Please submit ads to Julie Summers at:
jsummer4@utk.edu

AD ARTWORK DUE DATES/SHOW:

- *A Christmas Carol* **Monday, November 1, 2021**
- *The Curious Incident of the Dog in the Night-Time* **Monday, January 10, 2022**
- *Blood at the Root* **Monday, February 7, 2022**
- *She Kills Monsters* **Monday, March 7, 2022**
- *Always...Patsy Cline* **Monday, March 28, 2022**

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