

# ADVERTISING RATES 2011-2012 SEASON

Turtle Lane Playhouse | 283 Melrose Street | Auburndale, MA 02466 | 617-244-0169 | www.Turtlelane.org

PLAYBILL ADS	Size	1 Show	2 Shows	3 Shows	4 Shows	5 Shows	
		Full Page	\$ 250.00	\$ 375.00	\$ 500.00	\$ 625.00	\$ 700.00
Inside Pages	1/2 Page	\$ 125.00	\$ 200.00	\$ 275.00	\$ 325.00	\$ 375.00	
	1/4 Page	\$ 75.00	\$ 125.00	\$ 150.00	\$ 175.00	\$ 200.00	
Back Cover (full color)	Full Page	\$ 325.00	\$ 450.00	\$ 575.00	\$ 700.00	\$ 775.00	
WEBSITE ADS	Web banner (Monthly rate)	*W Prog Ad	\$ 50.00	\$ 45.00	\$ 40.00	\$ 35.00	\$ 30.00
		No Prog Ad	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
	Web banner (Monthly Rate)	*W Prog Ad	\$ 40.00	\$ 35.00	\$ 30.00	\$ 25.00	\$ 20.00
		No Prog Ad	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00
	STAGE DOOR PUB Coaster (Includes Name and Logo)	*W Prog. Ad	\$ 100.00	\$ 175.00	\$ 250.00	\$ 325.00	\$ 400.00
		No Prog. Ad	\$ 150.00	\$ 225.00	\$ 300.00	\$ 375.00	\$ 450.00

\* Not including Program Ad price

## BENEFITS AND DISCOUNTS

All advertisers receive two (2) complimentary tickets to each show. They will also receive a \$6 friends of Turtle Lane discount on tickets (no limits!)

## DONATE

Producer (1,000+) | Angel (\$750-\$999) | Sustaining Patron (\$500-\$749) | Benefactor (\$100-\$499) | Friend (\$25-\$99)

All donors will receive recognition in the playbill for the season with their donation amount.

*All donations are tax-deductable; however, playbill ads are not.*

## BECOMING A PRODUCER/SHOW SPONSOR

Donate a minimum of \$1000 (not including playbill ad purchase)

We will announce you as a sponsor in a pre-show announcement, give you lobby signage, a special banner adjacent to our show logo on the web for the duration of the run, and give you exclusive credit over the title on the inside title page of our professionally-designed playbill!

**2011-2012 Season:**