

ADVERTISE WITH



THE
GRAND
THEATER

The Grand's program is distributed free of charge to each patron of every Grand Sponsored Performance; it reaches approximately 25,000 dedicated and loyal customers each season. One ad bought will be present in all 25 performances of The Grand's Season.

The Grand Theater is a highly-subscribed-to arts organization in Wausau, WI. Advertisers are uniquely positioned to reach an audience of engaged and enthusiastic patrons.

The Grand Theater's Program

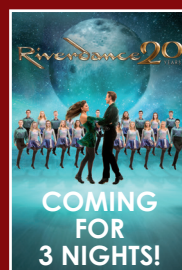
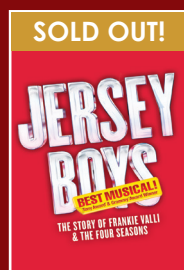
We have an exciting, eclectic season coming up at The Grand! The upcoming 2017-2018 Season will include Broadway musicals, Grammy-winning music legends, a stellar holiday lineup, and both traditional and cutting-edge performances sure to amaze. The Grand Theater proudly presents 23 shows sure to have audiences filled with awe, laughter, and excitement; appealing to a wide range of audiences, which creates a unique marketing opportunity for businesses like yours!

Published once a season, The Grand's program is distributed free of charge to each patron of every PAF Sponsored Performance; featuring the shows' playbill, information on the venue, donor/sponsor recognition, and more. One ad bought will be present in all 25 programs of The Grand's Season.

Available advertisement sizes and prices are enclosed. Use your advertising space to create an ad that appeals to theater patrons, or produce a coupon or sales incentive tool to bring patrons into your business. Whatever you decide, remember that The Grand Theater has a captive, motivated audience of proven consumers waiting to learn more about you!

TO VIEW EXAMPLES OF THE GRAND'S PROGRAM, VISIT OUR ONLINE ARCHIVE AT ISSUU.COM/THEGRANDTHEATER

2017-18 SEASON



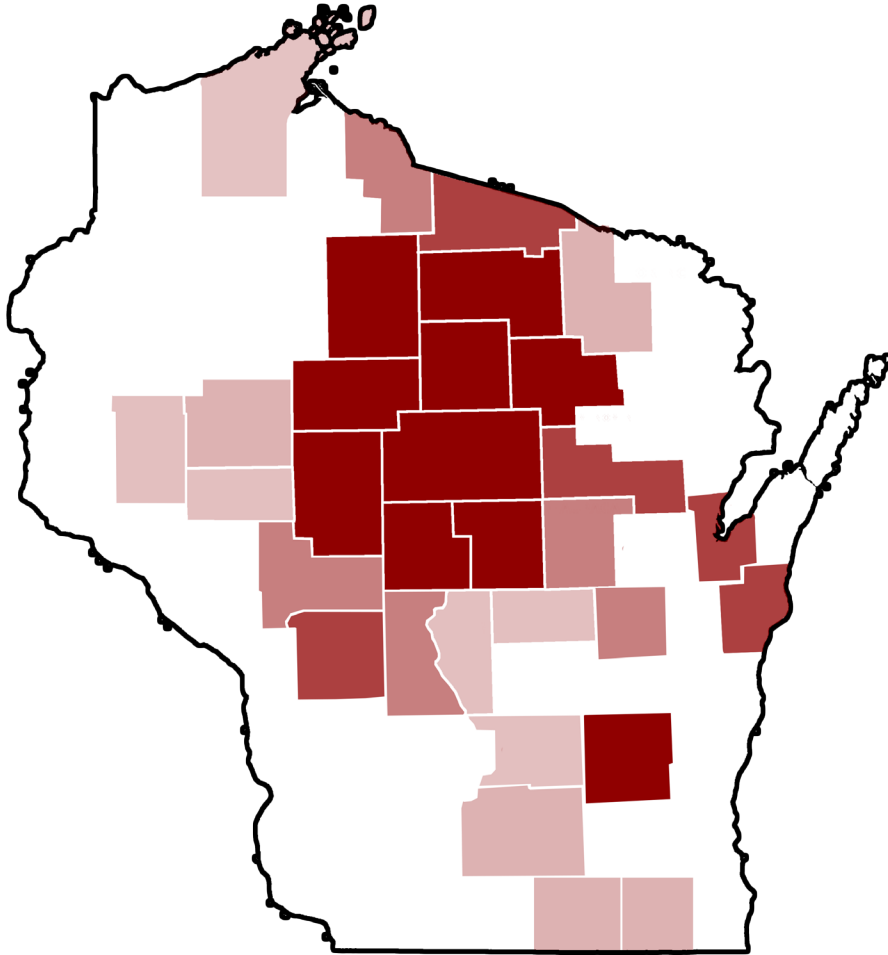
AND MANY MORE!

THE GRAND THEATER | 401 N FOURTH STREET | DOWNTOWN WAUSAU
715-842-0988 | GRANDTHEATER.ORG

ADVERTISE WITH THE GRAND

Prior to the start of each show there are no distractions, no channel surfing, no competition for the attention of our audience, just an incredible opportunity for you to convey your advertising message to your target audience. In fact we may have the "last captured audience" in the magazine business.

Choose from a variety of sizes of advertisements to have featured in our season program. Your ad will be printed in the program for each of The Grand's twenty-three shows. Learn more about the season's reach and demographics below. Learn more on ad sizes and prices on the next page.



PATRON RESIDENCY

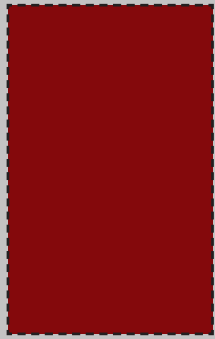
Chart indicates counties the Grand Theater serves. Although centralized in North Central Wisconsin, our patrons come from all over the state.

OTHER STATISTICS

- **Over 25,000 patrons** will attend the Grand Theater's 2017-18 Season.
- Patrons have a **minimum of 45 minutes per show** to review the program and often take them home as a souvenir.
- Your ad will be viewed in the **entire 8 months** of The Grand's season.
- The Grand Theater is ranked as one of the **top 175 venues** worldwide from Pollstar's 2016 Annual Report.
- The program consists of **56 pages** including information on the venue, behind the scenes looks at shows, donor recognition, and more!
- The Grand Theater has **over 800** dedicated and engaged subscribers.
- The Grand Theater's last Season included **11 Sell-Outs**.
- The Grand sold **over 55,000 tickets** last year including the presented season, rental events, and special events.

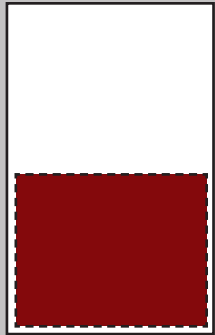


ADVERTISING RATES



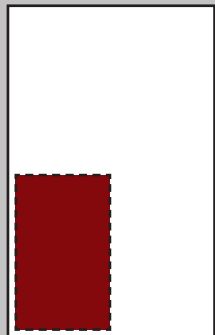
FULL PAGE

5" WIDTH X 8" HEIGHT



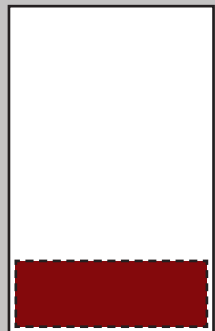
HALF PAGE

5" WIDTH X 3.95" HEIGHT



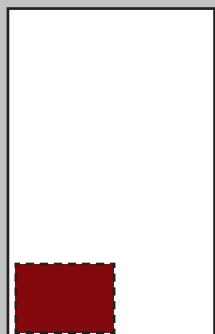
QUARTER PAGE

VERTICAL
2.45" WIDTH X 3.95" HEIGHT



QUARTER PAGE

HORIZONTAL
5" WIDTH X 1.90" HEIGHT



EIGHTH PAGE

2.45" WIDTH X 1.90" HEIGHT

FULL PAGE

5" WIDTH X 8" HEIGHT

BACK COVER	\$3,500
INSIDE FRONT COVER	\$2,500
INSIDE BACK COVER	\$2,500
INSIDE PAGE: COLOR	\$2,000
INSIDE PAGE: BLACK AND WHITE	\$1,500

HALF PAGE

5" WIDTH X 3.95" HEIGHT

COLOR	\$950
BLACK AND WHITE	\$800

QUARTER PAGE

COLOR: VERTICAL - 2.45" WIDTH X 3.95" HEIGHT HORIZONTAL - 5" WIDTH X 1.90" HEIGHT	\$550
BLACK AND WHITE: VERTICAL - 2.45" WIDTH X 3.95" HEIGHT HORIZONTAL - 5" WIDTH X 1.90" HEIGHT	\$450

EIGHTH PAGE

2.45" WIDTH X 1.90" HEIGHT

COLOR	\$400
BLACK AND WHITE	\$300

PREFERRED ADVERTISING ART FORMATS

Ads must be submitted in a pdf, jpeg, or tiff file format, created to actual size, 300 dpi or better resolution. If you need assistance in creating a digital ad contact The Grand.

Please email ads to mschumann@grandtheater.org. For questions contact Melanie Schumann at 715-842-0988. Please reserve your ad spaces by **August 18th** and have your ad submitted by **September 8th**.

ADVERTISING & SPONSORSHIP RESPONSE FORM

Company Name

Contact Name

Address

City

State

Zip

Phone Number

Email

Please select one or more of the following opportunities.

Program Advertisement

Full Page Options:

SOLD Back Cover (color) \$3,500

☐ Inside Back Cover (color) \$2,500

☐ Inside Front Cover (color) \$2,500

☐ Inside Page (color) \$2,000

☐ Inside Page (black & white) \$1,500

Half Page Options:

☐ Color \$950

☐ Black & White \$800

Quarter Page Options:

☐ Vertical (color) \$550

☐ Horizontal (color) \$550

☐ Vertical (black & white) \$450

☐ Horizontal (black & white) \$450

Eighth Page Options:

☐ Color \$400

☐ Black & White \$300

Season Sponsorship

☐ **Signature Level \$1,000**

Amount: \$ _____

☐ **Supporting Level \$500**

Amount: \$ _____

Payment Options:

☐ Full payment enclosed. *Please make check payable to The Grand Theater.*

☐ Please Invoice us.

☐ Please charge full amount to my credit card. \$ _____

Card Number: _____ Exp. Date _____

CVV: _ _ _ Cardholder's Signature: _____

Return completed form by August 18th to: The Grand Theater 401 Fourth St., Wausau WI 54403
or email mschumann@grandtheater.org. For questions contact Melanie at 715-842-0988.