

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 30,000 dedicated and loyal customers each season. One ad bought will be present in all 28 performances of The Grand's Season, plus all add-on shows presented by The Grand.

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 Season Program

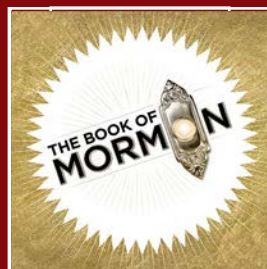
We have an exciting, eclectic season coming up at The Grand! The upcoming 2022-23 Season will include Broadway musicals, Grammy-winning music legends, a stellar holiday lineup, and both traditional and cutting-edge performances sure to amaze. The Grand Theater proudly presents 28 shows that will appeal 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 28 programs of The Grand's Season.

Review our available advertisement sizes and prices, then contact Katy Lang, Director of Development & Community Engagement at klang@grandtheater.org or 715-842-0988 to discuss current availability. Whether you decide to use your advertising space to appeal to theater patrons or produce a coupon to draw people to your business, remember The Grand has a captive, motivated audience of consumers waiting to learn more about you!

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

2022-23 SEASON



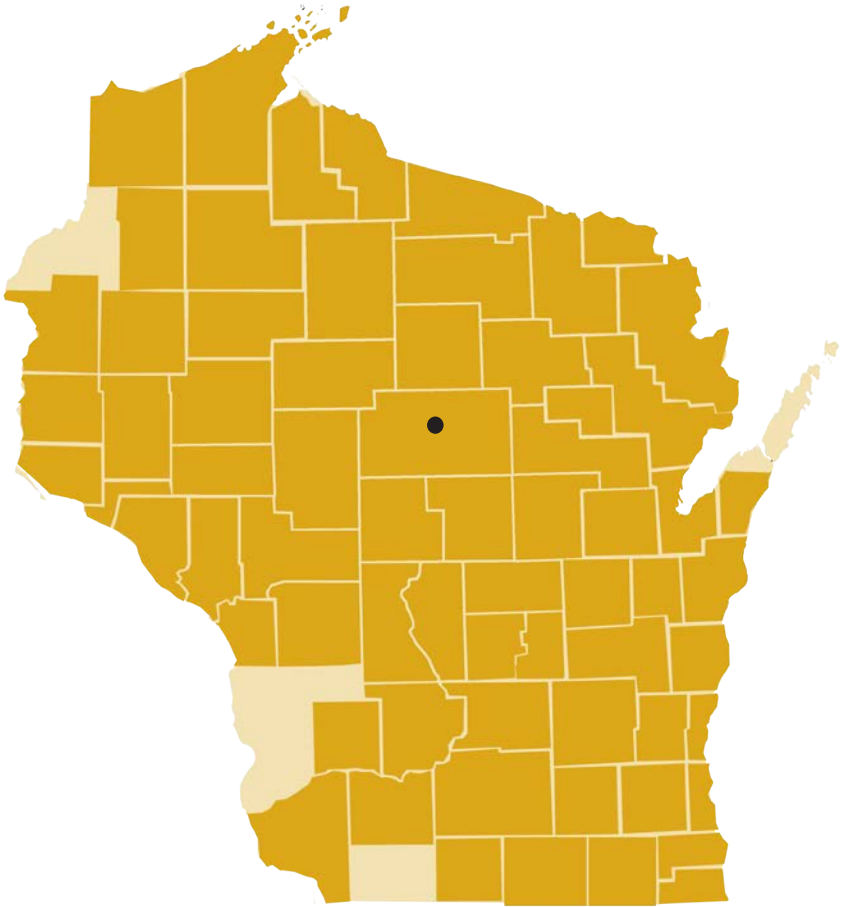
AND MANY MORE!

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. 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-eight shows. Learn more about the season's reach and demographics below. Learn more on ad sizes and prices on the next page.



PATRON RESIDENCY

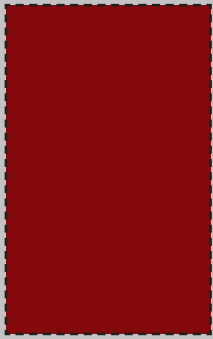
Chart indicates counties the Grand Theater serves. Although centralized in North Central Wisconsin, our patrons come from all over the state and beyond.

OTHER STATISTICS

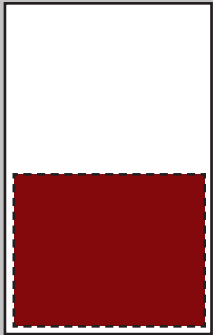
- **Over 30,000 patrons** will attend the Grand Theater's 2022-23 Season.
- Patrons have a **minimum of 45 minutes per show** to review the program and often take it home as a souvenir.
- Your ad will be viewed in the **entire 9 months** of The Grand's season.
- The Grand Theater is ranked as one of the **top 150 venues** worldwide from Pollstar's 2021 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 **800** dedicated and engaged subscribers.
- The Grand sold **50,000 tickets** last year including the presented season, rental events, and special events.



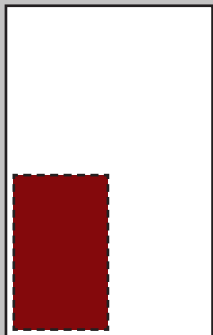
ADVERTISING RATES



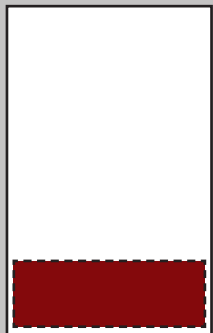
FULL PAGE
5" WIDTH X 8" HEIGHT



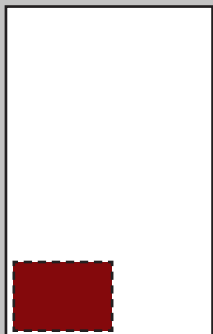
HALF PAGE
5" WIDTH X 3.95" HEIGHT



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 SOLD	\$3,500
INSIDE FRONT COVER SOLD	\$2,500
INSIDE BACK COVER SOLD	\$2,500
INSIDE PAGE: COLOR	\$2,000
INSIDE PAGE: BLACK AND WHITE	\$1,500
HALF PAGE 5" WIDTH X 3.95" HEIGHT	
COLOR	\$1,000
BLACK AND WHITE	\$850
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 klang@grandtheater.org. For questions contact Katy Lang at 715-842-0988. Please reserve your ad spaces by **August 12th** and have your ad and payment submitted by **September 6th**.

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 Booklet Advertisement

Full Page Options:

SOLD Back Cover (color) \$3,500

SOLD Inside Front Cover (color) \$2,500

SOLD Inside Back Cover (color) \$2,500

Inside Page (color) \$2,000

Inside Page (black & white) \$1,500

Half Page Options:

Color \$1,000

Black & White \$850

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

Supporting Level \$500

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 12th to: The Grand Theater 401 N Fourth St., Wausau WI 54403 or email klang@grandtheater.org. Contact Katy with questions at 715-842-0988.