

PRESENTING

On Stage

2011
2012
SEASON



Dear Friends of the Arts,

Asheville Bravo Concerts, Asheville Community Theatre and North Carolina Stage Company are pleased to invite you to be part of On Stage for the 2011-2012 season. Working together, our companies will produce combined playbills to consolidate expenditures, make the advertising process easier, and to significantly enhance our audience market for you, our advertiser.

Our beautiful, four-color playbills are a vital part of every single performance throughout the entire year.


As an advertiser, you have the choice to market your business in one or multiple playbills that will be read, enjoyed and frequently saved by patrons. For those who choose to market in all playbills, this translates to nearly 40,000 highly targeted exposures. Divided by approximately 50 productions, **the total cost is truly a bargain.**


Your advertisement in our playbills will distinguish you as a supporter of the arts in our community and our region. Our patrons, the people you most want to reach with your marketing message, are interested in your participation as well as your business.

Enclosed for your review is our 2011-2012 advertising rate sheet and contract, as well as other supporting documentation. We encourage you to consider our early bird rates which offer substantial savings. One of the Market Connections' team members, Karen Tessier or Sara Fields, will be contacting you soon on our behalf. In the interim, if have any questions, please feel free to call the Market Connections office at **828.398.5250** or **828.398.5254** or visit our website at **onstageplaybills.com**.

As a supporter of the arts, we hope you will be one of the exceptional companies represented in our programs.

Very best regards,


Tracey Johnston-Crum
Asheville Bravo Concerts


North Carolina Stage Company


Susan Hargreaves
Asheville Community Theatre

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Achieve Great Performance

Four outstanding Asheville performance companies have joined together to create the opportunity for your business or organization to showcase its talents. Through their joint playbill publication of *On Stage*, you can now reach WNC's largest combined cultural audience, through over 50 performances, with one advertising package. Forty thousand patrons of the arts are waiting to discover your business products and services and to see your company shine through its support of the arts.

Audience Market Values:

- Patrons are adults, students and retirees
- Upper middle class with disposable income
- Appreciate and need quality professional services and products
- Are extremely loyal to performance mediums and those who make the arts possible
- Enjoy broad range of upscale, related leisure activities
- Have extended time to read playbills at performances
- Keep playbills for sentiment and to discover shared community supporters of the arts



Asheville Bravo Concerts, Asheville Community Theatre and North Carolina Stage Company are dedicated to enriching our community's cultural life, including the education of our future theatre attendees, our children. By sharing the stage with these vital organizations and a host of outstanding area businesses, your company will enjoy the rewards of increased market exposure while ensuring the value of art and creativity for all our community.

For more information contact:

Karen Tessier: 828.398.5250
ktessier@mktconnections.com

Sara Fields: 828.398.5254 • sfields@mktconnections.com
or visit onstageplaybills.com



Advertising Rates and Contract



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Ad Size	Full	Half	1/4	1/8
Full Color	page ad	page ad	page ad	page ad
Asheville Bravo Concerts	\$1,125	\$675	\$460	\$295
Asheville Community Theatre	\$1,200	\$725	\$500	\$325
N. C. Stage Company	\$1,050	\$650	\$425	\$275
Total Value	\$3,375	\$2,050	\$1,385	\$895
Combined Package	\$3,000	\$1,625	\$975	\$500

DEADLINES

Space Reservation Deadline

July 10, 2011

All Ad materials for **COMBINED PACKAGE** must be received by Market Connections by 5:00 pm **July 24, 2011**

Ad Submission Specifications on attached sheet.

Ad Materials Delivery Method:

- Email PDF file to onstage@mktconnections.com; subject=Advertiser Name/On Stage or ftp: to Market Connections. (See attached sheet for details.)
- Send CD with artwork to Market Connections
Use Ad from On Stage 10/11 Playbill
(Fees may apply for resizing or revisions)
- I would like Market Connections to design my ad.
(See Ad Design Rate Chart below).

Ad Design Rates:

Check the appropriate box to indicate the ad size that you need Market Connections to design.

1/8 page ad = \$150 1/4 page ad = \$225

1/2 page ad = \$375 Full page ad = \$450

Payment Method:

- Check enclosed (Make check payable to Market Connections.)
- Please invoice; net 30 days.

Note: Interest charge for late payments is 1.5%/month.

The company or individual named below, hereafter called the Advertiser, agrees to purchase advertising space in On Stage 2011 – 2012 as indicated above:

Advertiser

Contact Person

Address

City

State

Zip

email

Work Phone

Cell Phone

Advertiser Signature

Date

On Stage/Market Connections Signature

Date

Please review above to be sure items have been circled/checked appropriately.

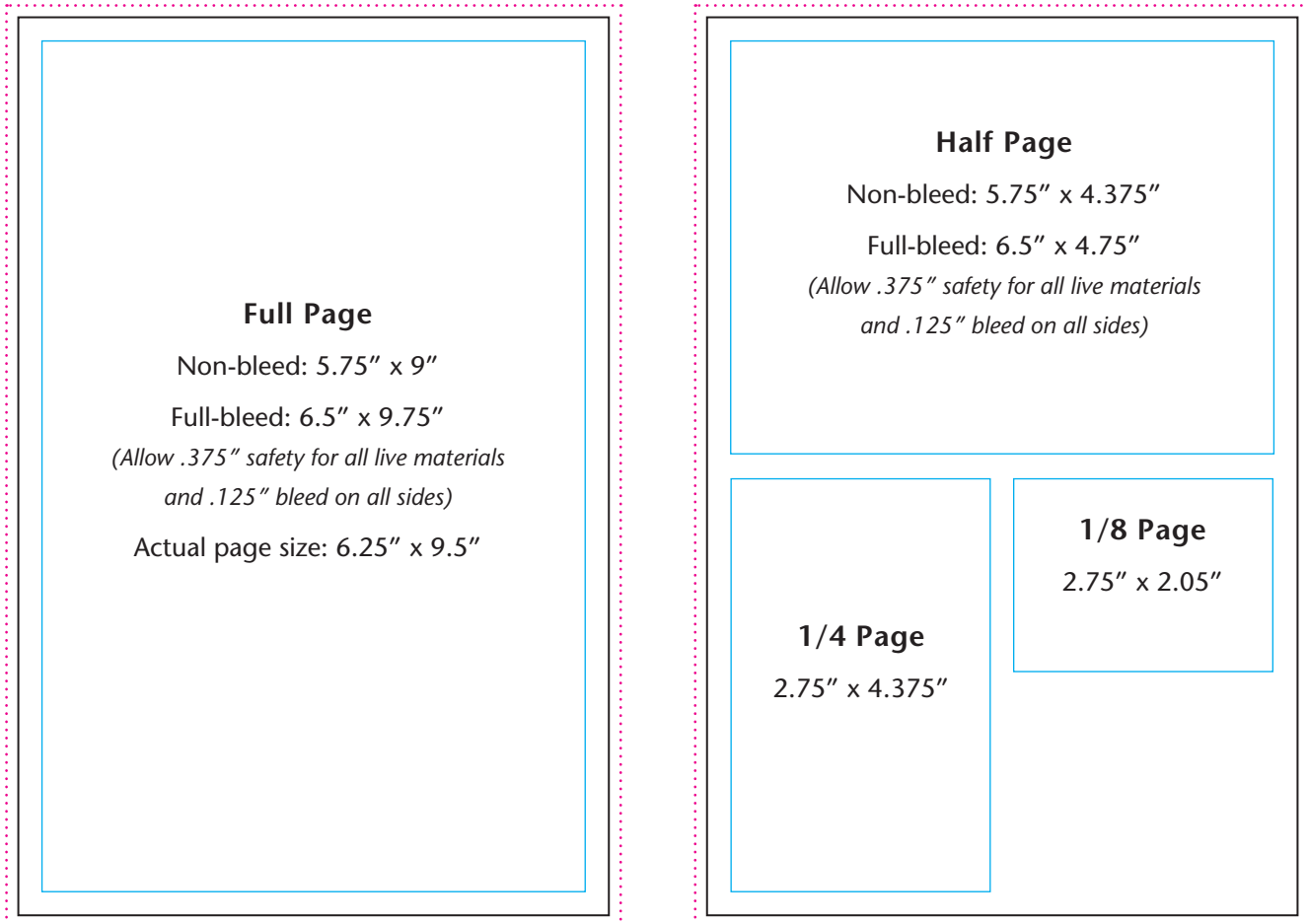
Fax completed form to: **Attention On Stage, 828.255.8569**

Ad Submission Specifications

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2012
SEASON

All ads are **Full Color at No Additional Charge**. Full and half pages ads can be either bleed or non-bleed.



Required File Format Specifications (A \$75/hr. fee will be charged to convert non-compliant files)

- .pdf formatted for off-set press; CMYK @ 1,200 ppi or 300 dpi, min. compression, embed all fonts
- Source images; 300 dpi, CMYK; .eps .jpg or .tif
- Mac formatted InDesign, Quark, Photoshop or Adobe Illustrator – *Publisher files cannot be accepted* – (please be sure to include all linked files and fonts).
- File name should include Advertisers name (MainStreetStore.pdf)
- Email files to onstage@mktconnections.com; subject=advertiser name, or contact us for ftp info.
- Send CD to: On Stage, c/o Market Connections, 82 Patton Ave, Suite 710, Asheville, NC, 28801

Advertisement Materials are due by July 24, 2011 • Digital files preferred. Flat art may incur conversion fees.

For questions regarding the submission of artwork or these specifications, please contact Catherine Creighton at 207.402.4400 or onstage@mktconnections.com.

