

BLACK HILLS PLAYHOUSE PLAYBILL ADVERTISING PRICING & SPECS 2023

2023 PLAYBILL: full color 8 1/2" x 11" magazine-sized season program

The Black Hills Playhouse is a professional, not-for-profit professional theatre company that plays Tuesday through Sunday in Custer State Park from June through August. Approximately 17,000 visitors attend productions each summer, with 80% percent coming from Rapid City and Hills communities. 20% are visitors from outside of the area.

2023 SEASON PLAYBILL ADS

Please use last year's ad.	
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AD	PRICE	X
Playbill back cover	\$2200	
Inside front or back cover	\$2000	X
Full Page	\$1900	
1/2 Page	\$1100	
1/3 Page	\$900	
1/4 Page	\$800	
1/8 Page (horizontal only)	\$500	
Full Season Sponsor ½ page	\$5000	
Guest Artist Sponsor ¼ page	\$2500	
Show Title Sponsor ¼ page	\$2500	

OLIOS LIVE FROM THE STAGE

Olios are original, personalized pre-show entertaining jingles set to music and performed by professional actors live at curtain during the entire run of one show (10 to 17 performances depending on the show). Every person attending the show is guaranteed to hear about your business!

***Olios are INCLUDED with a season sponsorship and are first come, first served. If additional olios are available, they must be accompanied by a full page ad package.*

OLIO/SHOW	PRICE	X
Silent Sky	\$1500	x
Lifespan of a Fact	\$1500	x
Drowsy Chaperone	\$2000	s
9 to 5	\$1500	x



2023 Playbill Advertising Sizes & Specs

Display Ad Sizes	Inches Wide	Inches Tall	Price
Full Page (live space; no bleeds)	7"	9.625"	\$1800
1/2 Page-Vertical NEW*	3.375"	9.625"	\$1000
1/2 Page-Horizontal	7"	4.5"	\$1000
1/3 Page-Horizontal	7"	2.875"	\$850
1/4 Page-Vertical	3.375"	4.5"	\$750
1/4 Page-Horizontal	7"	2.125"	\$750
1/8 Page-Horizontal	3.375"	2.125"	\$500

Playbill Trim Size: 8.375" wide x 10.875" t • Live Space: 7" wide x 9.625" tall * 1/4" bleeds

1. A contract will be electronically sent to you.
2. Please sign contract and submit.
3. We will generate an invoice and send to the email that you provide for invoicing. Invoices may be paid online through credit card or by check to PO Box 2513, Rapid City, SD 57709.
4. Please submit all high-resolution, print-ready ads by email to ads@blackhillsplayhouse.com no later than **March 20, 2023**.

All files submitted MUST be JPEG or PDF, CMYK, and with 300 dpi. We want to represent your business in the best way possible and high resolution files are important!

Questions? Call Jeff or Kassi at 605-255-4910. Thank you!