

2023-24 Advertising With Charleston Stage

Charleston Stage, South Carolina's largest professional theatre company in residence at the Historic Dock Street Theatre, offers advertising vehicles to deliver your message to a prime demographic group of dynamic, Lowcountry arts patrons. Research shows during our 2022-23 season:

- 75% (30,000+) of Charleston Stage patrons live in the Lowcountry
- 25% (9,000+) of Charleston Stage patrons are visiting tourists
- 500+ Charleston Stage Season Members have an average income greater than \$50,000
- 250 Lowcountry residents are special opening night patrons with an average income greater than \$200,000

Show Program Advertising

Receive five months of exposure for one low price. Ads appear in our remaining five distinct, high-quality MainStage show programs (25,000+ programs printed). This season (October 2023 through April 2024), reach over 40,000 Charleston Stage patrons traveling to the Historic Dock Street Theatre and downtown Charleston.

Program Ad Reservation Deadline: September 25, 2023 **Program Ad Artwork Deadline:** September 25, 2023

Print-at-Home Ticket Advertising

Capture the attention of every Charleston Stage patron by advertising on our Print-at-Home Tickets during our remaining 2023-24 MainStage and Family Series Seasons (9 months of exposure, 40,000+ Print-at-Home Tickets, 100+ performances). Only one advertising space available.

Ticket Ad Reservation Deadline: September 25, 2023 **Ticket Ad Artwork Deadline:** September 25, 2023

Ad Rates: See ad sizes and rates on back.

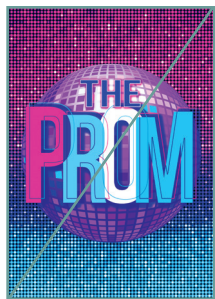
How To Prepare Artwork:

Create outlines on all type. Premium Color Program Ads must be CMYK. Inside Program Ads must be submitted as Greyscale. Print File Format: PDF, JPEG (300 dpi or higher). Print-at-Home Ticket Ad must be 367 pixels wide x 264 pixels tall (JPEG, 72 dpi).

Payment Deadline:

Charleston Stage will invoice the advertiser for the balance upon request. Full payment for Program Ads and Print-at-Home Ticket Ad must be received by September 25, 2023.

2023-24 MainStage Shows:



Programs Printed



Oct 2023



Dec 2023



Jan/Feb 2024



Mar 2024



Apr 2024

Past Advertisers:

South Carolina BLUE
McElveen Automotive
Stuart Laurence Salon
Berchtold Corporation
MUSC Health
Roper St. Francis
Wells Fargo
First Citizens Bank

Piggly Wiggly Carolina Company
Hall Management Group
Bosch
Dixon Hughes
Durlach Associates
Nexsen/Pruett, LLC
Handsome Properties
South Carolina Bank & Trust

Domicile Real Estate Brokerage
MBM Corporation
Jo Ann Fabric and Craft Store
Franke at Seaside
Tiger Lily Florist
Tristan Restaurant
Sandpiper Premier Senior Living
WestRock

BlueCross BlueShield of South Carolina
Dunes West Golf and River Club
Lynch Cracraft Wealth Management Group
Smyth Whitley, LLC
Bocci's Italian Restaurant
Publix Super Markets Charities
Trident Technical College
Lutheran Homes of South Carolina

CHARLESTON STAGE

ADVERTISING RATES

Black and White Program Ads

		Save 20%
Full Page	\$2,500	\$2,000
Half Page	\$1,500	\$1,200
1/4 Page	\$1,000	\$800
1/8 Page	\$750	\$600

Full Color Program Ads/ Premium Positioning

Back Cover (Color)	\$4,500
Inside Front Cover (Color)	\$3,500
Inside Back Cover (Color)	\$3,500

Print-at-Home Ticket Ad

Only 1 Advertising Space Available (Full Color)	Save 20% \$4,000 \$3,200
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Please call Beth Curley at (843) 647-7366 to check on Print-at-Home Ticket Ad availability. All black and white Program Ads are open for reservation.

Ad Submission

All Program Ad materials must be received by **September 25, 2023**.
Print-at-Home Ticket Ad must be received by **September 25, 2023**.

Please send all artwork to
bcurley@charlestonstage.com

Acceptable Program Ad Formats

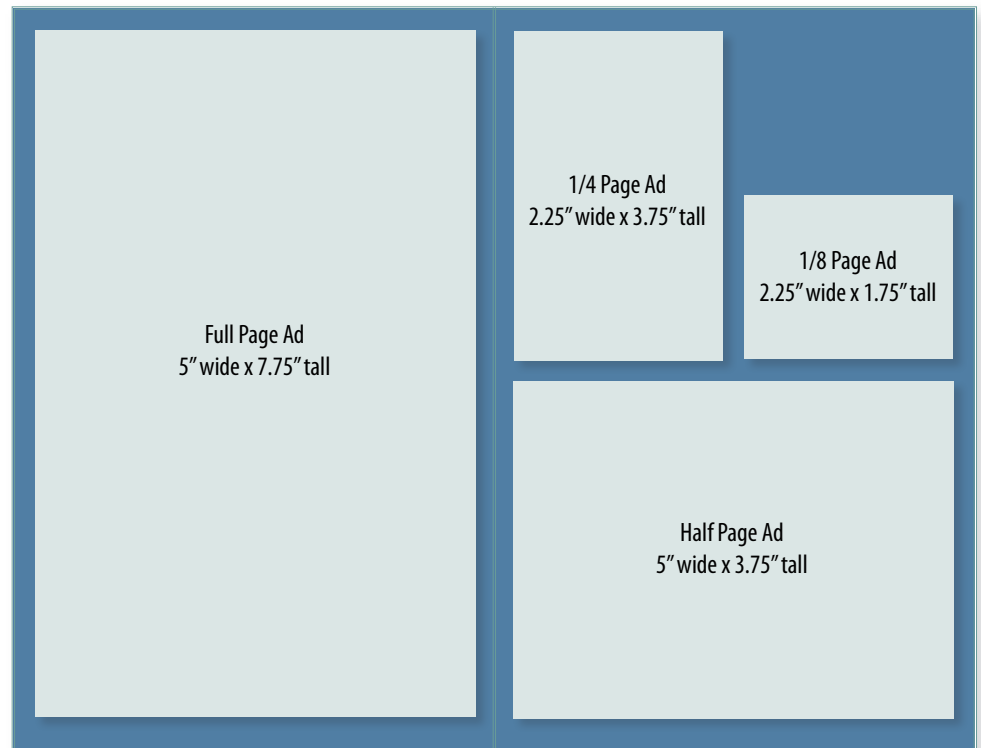
PDF, JPEG
300 dpi or higher (CMYK for color ads)

Adobe Illustrator, Photoshop
Create outlines on all type
(CMYK for color ads)

Submit Form by:

Mail: Charleston Stage
Attn: Beth Curley
PO Box 356
Charleston, SC 29402
Fax: (843) 577-5422
Email: bcurley@charlestonstage.com

Program Ad Sizes:



Print-at-Home Ticket Ad:

Image Specs: 367 px wide x 264 px tall
Format: Jpeg, 72 dpi
Color: Full Color
(Only 1 Advertising Space Available)

Save 20% On All Advertising Opportunities!

Business Name: _____
Contact Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____

Check Program Ad to be purchased: Back Cover (full pg color) **SOLD** Inside Back Cover (full pg color) **SOLD**

Inside Front Cover (full pg color) **SOLD** ☐ Full Page (b/w) ~~\$2,500~~ **\$2,000**

☐ Half Page (b/w) ~~\$1,500~~ **\$1,200** ☐ 1/4 Page (b/w) ~~\$1,000~~ **\$800** ☐ 1/8 Page (b/w) ~~\$750~~ **\$600**

☐ Print-at-Home Ticket Ad (full color) ~~\$4,000~~ **\$3,200**

Contact Beth Curley at (843) 647-7366 to check on Print-at-Home Ticket Ad availability.

Payment Options (Check One):

☐ Check # (payable to Charleston Stage) _____

☐ Credit Card # _____ Expiration Date _____

☐ VISA ☐ MC ☐ AMEX ☐ DISC CV V# (3 or 4 digit # on back of card) _____

Signature: _____

☐ Invoice (Full payment for Program Ads and Print-at-Home Ticket Ad must be received by September 25, 2023.)