

2024-25 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 2023-24 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 six months of exposure for one low price. Ads appear in six distinct, high-quality MainStage show programs (30,000+ programs printed). This season (August 2024 through May 2025), reach over 40,000 Charleston Stage patrons traveling to the Historic Dock Street Theatre and downtown Charleston.

Program Ad Reservation Deadline: August 1, 2024

Program Ad Artwork Deadline: August 1, 2024

Print-at-Home Ticket Advertising

Capture the attention of every Charleston Stage patron by advertising on our Print-at-Home Tickets during our 2024-25 MainStage and Family Series Seasons (10 months of exposure, 40,000+ Print-at-Home Tickets, 100+ performances). Only one advertising space available.

Ticket Ad Reservation Deadline: August 1, 2024

Ticket Ad Artwork Deadline: August 1, 2024

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).

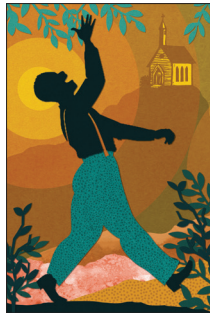
Payment Deadline:

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 August 1, 2024.

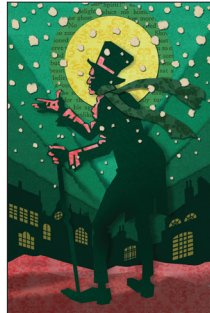
2024-25 MainStage Shows:



FIDDLER ON THE ROOF
Aug/Sept 2024



PURLIE VICTORIOUS
Oct 2024



A CHRISTMAS CAROL
Nov/Dec 2024



THE 39 STEPS
Jan/Feb 2025



THE GLASS MENAGERIE
Feb/Mar 2025



LEGALLY BLONDE
Apr/May 2025

Past Advertisers:

South Carolina BLUE
McElveen Automotive
Appalachian Springs
Tiger Lily Florist
MUSC Health
Roper St. Francis
Wells Fargo
First Citizens Bank

Coastal Community Foundation
Hall Management Group
Salthouse Catering
David Clemmons Agency
Durlach Associates
Nexsen/Pruet, LLC
Handsome Properties
South Carolina Bank & Trust

Domicile Real Estate Brokerage
Southern Lumber and Millwork
Smyth Whitley, LLC
Franke at Seaside
Diversified Trust
Chamber Music Charleston
Sandpiper Premier Senior Living
Katrina Johnson Group

BlueCross BlueShield of South Carolina
Dunes West Golf and River Club
Lynch Cracraft Wealth Management Group
Carolina One - Magrath Pejeau Team
Thomas Funcik, MD Facial Plastic Surgery
Publix Super Markets Charities
The Zoo Health Club
Lutheran Homes of South Carolina

ADVERTISING RATES

Black and White Program Ads

Full Page	\$2,500
Half Page	\$1,500
1/4 Page	\$1,000
1/8 Page	\$750

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) \$4,000

Please call Beth Curley at (843) 647-7366 to check on Premium Ad positions and 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 **August 1, 2024**.
Print-at-Home Ticket Ad must be received by **August 1, 2024**.

Please send all artwork to bcurlley@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)

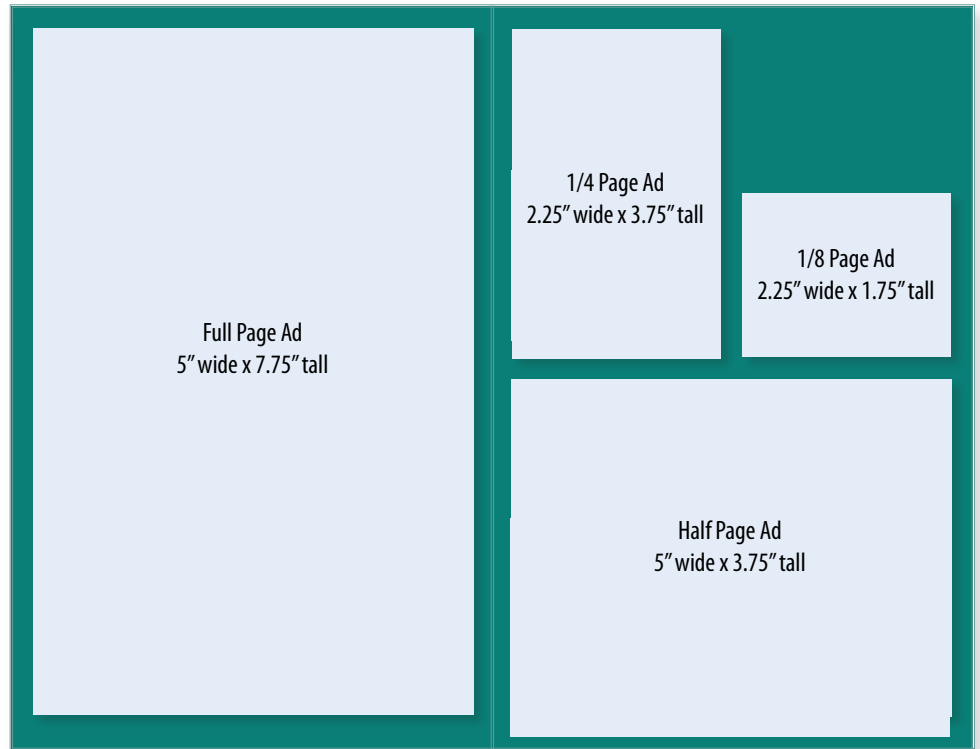
Submit Form by:

Mail: Charleston Stage
Attn: Beth Curley
PO Box 356
Charleston, SC 29402

Fax: (843) 577-5422

Email: bcurlley@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)

Advertise With Charleston Stage Today!

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

- Check Program Ad to be purchased:** Back Cover (full pg color) \$4,500
- Inside Back Cover (full pg color) \$3,500 Inside Front Cover (full pg color) \$3,500
- Full Page (b/w) \$2,500 Half Page (b/w) \$1,500 1/4 Page (b/w) \$1,000 1/8 Page (b/w) \$750
- Print-at-Home Ticket Ad (full color) \$4,000

Contact Beth Curley at (843) 647-7366 to check on Premium Program Ads and Ticket Ad availability.

Payment Options (Check One):

- Check # (payable to Charleston Stage) _____
- Credit Card # _____ Expiration Date _____
- VISA MC AMEX DISC CVV# (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 August 1, 2024.)