



## Lexington Children's Theatre Program Ad Rates 2010/2011

	1 Show	3 Shows	5 Shows	7 Shows	All Season (9 shows)	Wonka or Junie Only
<b>Color Cover</b>						
Full Page					\$1,285	NA
Half Page					\$770	NA
Quarter Page					\$515	NA
<b>Color Inside</b>						
Full Page					\$1,180	NA
Half Page					\$750	NA
Quarter Page					\$480	NA
<b>B/W Inside</b>						
Full Page	\$145	\$410	\$665	\$915	\$1,080	\$165
Half Page	\$95	\$280	\$445	\$600	\$705	\$115
Quarter Page	\$65	\$180	\$285	\$375	\$430	\$85

Be in our program  
all year long  
with a color ad!

Sizes for Ads		
FP with Bleed	5 1/2" x 8 1/2" (h)	*option for color only
FB without Bleed	4 5/8" x 7 5/8" (h)	
HP	4 5/8" x 3 3/4" (h)	
QP	2 1/4" x 3 3/4" (h)	

- Change your black and white ad throughout the year!
- Supply us your own ad, or we will design your ad at no extra cost!
- Take this special opportunity to be a part of our exciting 2010/2011 season with exciting titles like *Willy Wonka*, *If You Give a Mouse a Cookie*, *Junie B. Jones: Jingle Bells*, *Batman Smells*, *The Neverending Story*, *Cows Don't Fly*, and *Click, Clack, Moo!*
- 52% of our customers are upper middle class, 64% are college graduates, and 64% have professional or executive occupations!
- Programs are handed to each patron at each of our 39 public shows over the 10-11 Season!  
*That is nearly 12,000 programs!*