

ADVERTISING RATES 2009/2010 SEASON

Turtle Lane Playhouse 283 Melrose Street, Newton, MA

	Size		1 Show	2 Show	3 Show	4 Show
Inside Front or Inside Back covers	Full Page	7.75x4.75	\$ 275.00	\$ 425.00	\$ 500.00	\$ 700.00
	1/2 Page	5x4	\$ 175.00	\$ 250.00	\$ 300.00	\$ 425.00
	1/4 Page	3.75x2.75	\$ 100.00	\$ 150.00	\$ 175.00	\$ 250.00

Back Cover	Full Page	7.75x4.75	\$ 300.00	\$ 450.00	\$ 525.00	\$ 725.00
	1/2 Page	5x4	\$ 200.00	\$ 275.00	\$ 325.00	\$ 450.00
	1/4 Page	3.75x2.75	\$ 125.00	\$ 175.00	\$ 200.00	\$ 275.00

Inside Pages	Full Page	7.75x4.75	\$ 250.00	\$ 400.00	\$ 475.00	\$ 675.00
	1/2 Page	5x4	\$ 150.00	\$ 225.00	\$ 275.00	\$ 400.00
	1/4 Page	3.75x2.75	\$ 75.00	\$ 125.00	\$ 150.00	\$ 225.00

Speical - Cast or musical number pg						
	1/2 Page	5x4	\$ 175.00	\$ 250.00	\$ 300.00	\$ 425.00

Impressions	Minimum		1298	2596	3894	5192
	Maximum		1888	3776	5664	7552

Web

We are currently receiving 7500 hits per month

Web banner (Monthly rate)	W Prog Ad	Home Page	\$ 40.00	\$ 35.00	\$ 30.00	\$ 25.00
	No Prog Ad		\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00

Web banner (Monthly Rate)	W Prog Ad	Other Location	\$ 30.00	\$ 25.00	\$ 20.00	\$ 15.00
	No Prog Ad		\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00

Ticket Discounts

All advertisers receive a \$6 friends of Turtle Lane discount - no limit on the number of tickets
Advertisers taking spending over \$475 or more will receive 2 tickets to any one performance

Deadline for Hair: September 9, 2009

Advertising is not tax deductible. If you wish to take a tax deduction, we are a non-profit and donations are deductible. If you wish to donate (separately from advertising) you will receive mention in our program. Why not do both?

SPONSOR A SHOW

Donate a minimum of \$1000 (not including ad purchase)

We will announce you as a sponsor in a pre-show announcement, give you lobby signage, a special banner adjacent to our show logo on the web for the duration of the run, and exclusive credit on our program cover. (Tax Deductable)

Our season: Hair, Carousel, Man of LaMancha, Sweeney Todd

call 617 244 0169

rates subject to change - advertising space is limited