

# Playbill Advertising

- Advertise where your audience is paying attention—the Sheldon Theatre playbill is in the hands of every guest, performance after performance
- Reach a loyal, high-value audience of affluent patrons, families, arts enthusiasts, and regional visitors seeking meaningful local experiences
- Elevate your brand by aligning with one of Red Wing’s most trusted and beloved cultural institutions
- Stand out with lasting visibility—your ad lives beyond a single moment, staying with patrons throughout the show and beyond
- Show your community commitment by supporting the arts and helping bring high-quality performances to life
- Turn engagement into action by placing your business directly in front of customers ready to dine, shop, and explore locally
- Playbills are passed out to all patrons at every presented show, including select rentals approx. 18 - 20,000 patrons.

## RATES

**Full Page Back Cover ..... \$1,800**

5.5" x 8.5" plus .25" bleed

**Full Page Interior ..... \$1,700**

5" x 8" no bleed

**Half Page ..... \$850**

5" x 3.875" no bleed

**Quarter Page ..... \$600**

2.375" x 3.875" no bleed

## Standard Ad Dimensions

- PDF’s should be submitted as high resolution pres ready CMYK file.
- All fonts must be outlined.
- Please email completed ad to Brenda Stewart at [BStewart@SheldonTheatre.org](mailto:BStewart@SheldonTheatre.org)

If you need assistance in ad creation, there is no additional charge, just let us know.



Photo Credit: Socially Awkward Photography