



PERSEVERANCE THEATRE

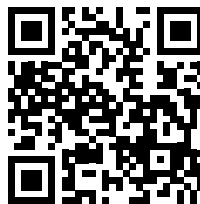
Alaskan Regional Theatre

2023/2024 Season Playbill Advertising

Perseverance Theatre is Alaska's premier professional theatre company, and has been creating professional theatre by and for Alaskans since 1979. Last season we had almost 4000 audience members and we expect that number to grow in the coming 2023 – 2024 season. We provide printed playbills to all audience members at every performance, and we see that many of them go home with our patrons where they continue to be read for the information about the show as well as the messages from advertisers.

Enhanced Online Playbill

In addition to printed playbills, Perseverance Theatre is now offering enhanced online playbills formatted for portable devices. Our Online playbills feature larger fonts, full color ads, and hyperlinks to sponsors' websites and other relevant content. Online playbills will be available on the PT website and easily accessible with a QR code provided at the theatre. To view an example of our enhanced online playbill visit ptalaska.org/playbill-sample or scan the QR code to the right with your mobile device.



Contact

Tristan Cameron

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Benjamin Brown

Development Director
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Full Page
4.5" x 7.5"

Half Page
4.5" x 3.7"

Quarter Page
4.5" x 1.8"

3/4 Page
4.5" x 5.6"

Playbill Ad Pricing

Ad Size	Single Ad	Anchorage Season	Juneau Season	Both Cities
Full Page	\$565	\$848	\$1272	\$2014
3/4 Page	\$470	\$705	\$1059	\$1675
1/2 Page	\$385	\$578	\$864	\$1369
1/4 Page	\$220	\$330	\$495	\$784

Ad Deadlines

Show	Hedwig and the Angry Inch	A Nice Indian Boy	Indecent
Juneau Run Dates	Sept 15 - Oct 1	Dec 1 - Dec 17	Feb 16 - Mar 3
Juneau Ad Deadline	Sept 1	Nov 17	Feb 2
Anchorage Run Date	Oct 13 - Oct 22	Juneau Only	Mar 15 - 24
Anchorage Ad Deadline	Sept 30	Juneau Only	Mar 1

Please submit ads as high-quality PDFs at 300 dpi.

Ads will be displayed in black and white in the printed playbill and full color in the online playbill.

You may change your advertising artwork between shows as long as new art is submitted by the ad deadline.

Please contact us if you need help preparing your ad art.

Ad Order

Business Name _____ **Contact Name** _____

Email _____ **Phone** _____

Juneau Shows Hedwig and the Angry Inch A Nice Indian Boy Indecent

Anchorage Shows Hedwig and the Angry Inch Indecent **Ad Size** _____

Additional Donation _____

Additional Information

Benjamin Brown, Development Director - ben@ptalaska.org - 907 723 1790
 Tristan Cameron, Arts Administration Apprentice - tcameron@ptalaska.org - 503 766 8458

Perseverance Theatre, 914 Third Street, Douglas, AK 99824