



PERSEVERANCE THEATRE

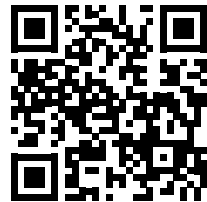
— Alaskan Regional Theatre —

2024/2025 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 2024 – 2025 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

Benjamin Brown

Development Director

ben@ptalaska.org

Mobile 907 723 1790

Playbill Ad Pricing

Ad Size	Single Ad	Anchorage Season	Juneau Season	Both Cities
Full Page	\$579	\$869	\$1304	\$2064
3/4 Page	\$482	\$723	\$1085	\$1717
1/2 Page	\$395	\$592	\$886	\$1403
1/4 Page	\$226	\$338	\$507	\$804

Ad Deadlines

Show	Cold Case	Full Contact	The Thanksgiving Play
Juneau Run Dates	Sept 6 - 22	Dec 6 - Dec 22	Feb 28 - Mar 16
Juneau Ad Deadline	Aug 23	Nov 22	Feb 14
Anchorage Run Date	Oct 11 - Oct 20	Juneau Only	Apr 4 - 13
Anchorage Ad Deadline	Sept 27	Juneau Only	Mar 21

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 Cold Case Full Contact The Thanksgiving Play

Anchorage Shows Cold Case The Thanksgiving Play **Ad Size** _____

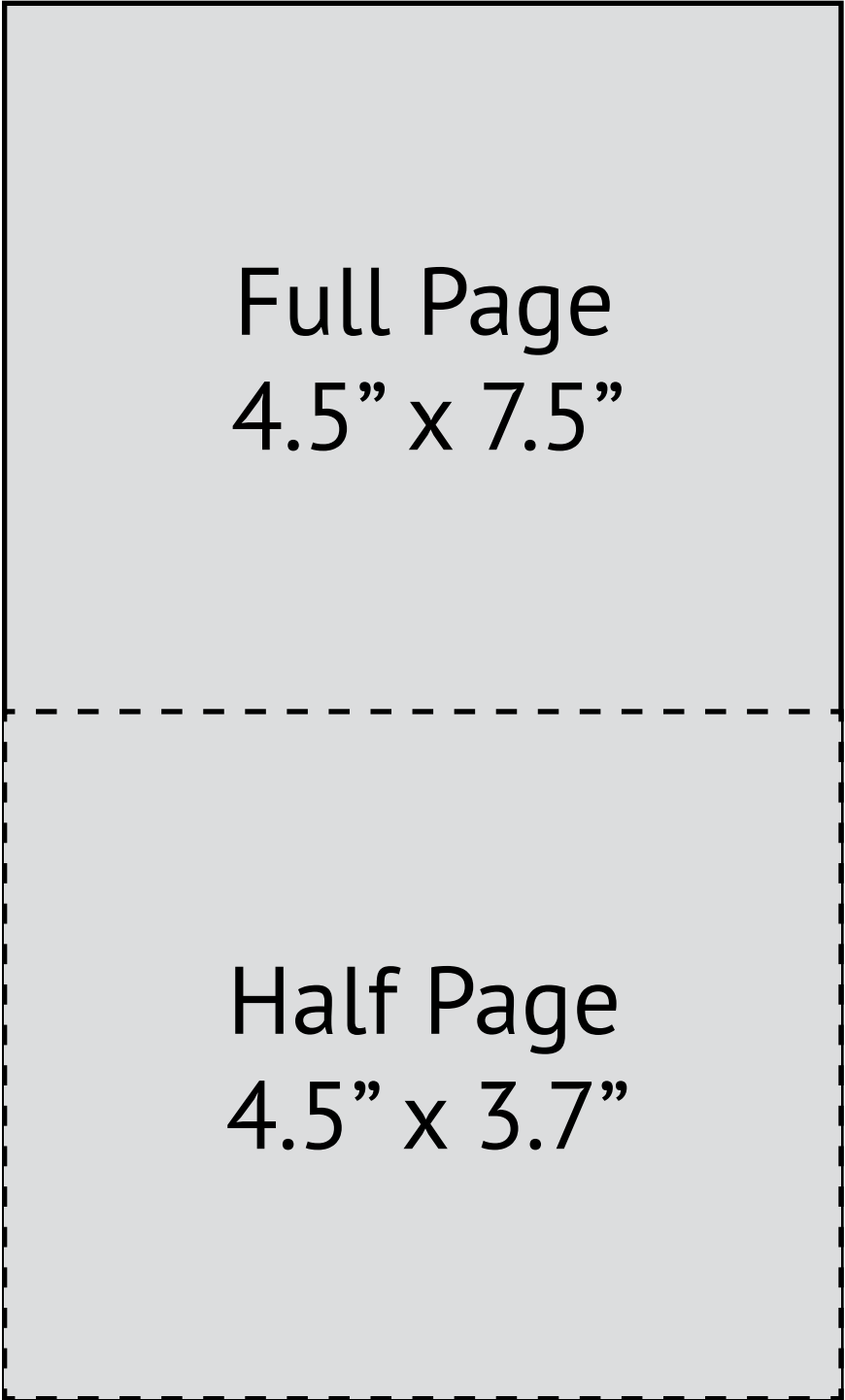
Additional Donation _____

Additional Information

Benjamin Brown, Development Director - ben@ptalaska.org - 907 723 1790
Perseverance Theatre, 914 Third Street, Douglas, AK 99824

Quarter Page
4.5" x 1.8"

3/4 Page
4.5" x 5.6"



The diagram shows a vertical rectangular area divided into two sections. The top section is a solid gray rectangle with a solid black border. The bottom section is a dashed gray rectangle with a dashed black border. A horizontal dashed line separates the two sections. The text 'Full Page' and '4.5" x 7.5"' is centered in the top section. The text 'Half Page' and '4.5" x 3.7"' is centered in the bottom section.

Full Page
4.5" x 7.5"

Half Page
4.5" x 3.7"