

trinityrep



Advertising with Trinity Rep

2018-19
SEASON



Advertising with Trinity Rep

About Trinity Rep

Rhode Island's Tony Award-winning theater, Trinity Rep has created unparalleled professional theater for and with its community since its founding in 1963. Trinity Rep strives to facilitate human connection and has been a driving force behind the creativity that fuels and defines the region for more than 50 years.

Trinity Rep is committed to reinventing the public square and inspiring dialogue by creating emotionally-stimulating live productions that range from classical to contemporary and innovative education programs for all ages and abilities. Its annual production of *A Christmas Carol* has brought families together for over 40 years and made memories for over a million audience members.

Advertising with Trinity Rep

For each of its productions, Trinity Rep produces a 40-50 page program that includes **unique behind-the-scenes features** and information about the artists. This content is prepared specially for each show, and each program contains new articles.

According to a recent audience survey, **the most popular activity during intermission is reading the program**, with more than 70% of our audience reporting that they are likely to do so. Many others read the program prior the start of the performance bring it home to finish reading the articles, and add it to their saved collection.

Advertising with Trinity Rep is an affordable way to reach a highly desirable audience with multiple impressions throughout the year. In fact, approximately two thirds of the audience are full season subscribers, who see at least six productions a year.



Contact Info

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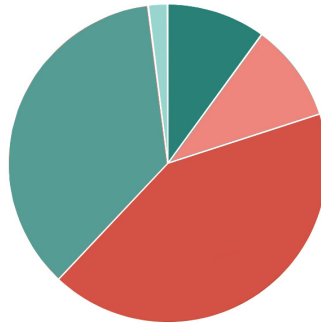
THE AUDIENCE

Connect your brand or product with Trinity Rep's highly desirable audience. They are **extremely loyal**—with 72% attending Trinity Rep for more than 10 years, and about 66% of that group for more than 20 years. They have a strong affinity for Trinity Rep and consider it their artistic home. **In fact, 92% of arts attendees feel more positively about a company that supports their cause¹ and 87% would switch brands for a company associated with their cause.²**

The Trinity Rep audience is **highly educated**, with an above average household income, with 50% living within 15 miles of downtown Providence. Another 20% live between 16 and 25 miles from the city. **They are inquisitive, life-long learners who frequently travel and seek out cultural experiences.**

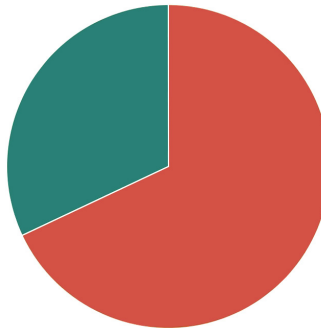
TOTAL SEASON
AUDIENCE
over 62,000

A Christmas Carol
AUDIENCE
over 23,000



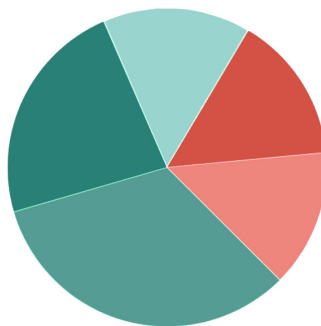
AGE

- Under 35: 10%
- 36-45: 10%
- 46-64: 42%
- 65-80: 36%
- Over 80: 2%



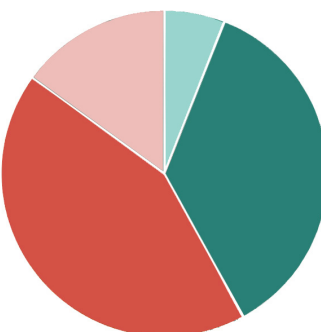
GENDER

- Female: 68%
- Male: 32%



HOUSEHOLD INCOME

- Under \$50,000: 15%
- \$50,000-\$99,000: 33%
- \$100,000-\$149,000: 23%
- \$150,000-\$199,000: 14%
- More than \$200,000: 15%



EDUCATION (HIGHEST LEVEL ACHIEVED)

- High School: 6%
- Bachelors or Associates degree: 36%
- Masters degree or certificate: 43%
- Doctoral degree: 15%

¹ National Endowment for the Arts:
"Demographic Characteristics of the Arts Attendance".

² 2007 Cone Cause Evolution Survey

2018-19 SEASON | OCTOBER 2018 - JUNE 2019

Pride and Prejudice

by Kate Hamill • Adapted from the novel by Jane Austen
October 4 – November 4, 2018

The treasured and iconic “will they or won’t they” romance between Elizabeth Bennett and Mr. Darcy is infused with fresh vitality and hilarity in this effervescent new comedic adaptation. Mrs. Bennett is determined to find suitable husbands for her daughters, but can’t quite get fiercely independent Elizabeth on board — at least not when it comes to the impossibly arrogant Mr. Darcy. At once both warmly familiar and surprisingly funny, the Bennett family’s shenanigans have never felt so modern.

A Christmas Carol

By Charles Dickens • Original music by Richard Cumming
Directed by Mark Valdez • November 8 – December 30, 2018

Rhode Island’s family holiday classic returns with the joyful story of Ebenezer Scrooge’s journey from solitude to redemption. Inspired by Tiny Tim and the ghosts of Christmas Past, Present, and Future, Scrooge learns lessons that remind us all about the true spirit of the season. Trinity Rep’s magical, music-filled production continues to delight New England audiences.

black odyssey

by Marcus Gardley • Based on Homer’s *Odyssey*
Directed by Kent Gash • January 3 – February 3, 2019

After Ulysses Lincoln is lost at sea and presumed dead, the Gulf War veteran struggles to find his way back home to his wife and son while unknowingly being controlled by a host of gods — both scheming and benevolent. Along the way, he must confront his ancestral past so that he can embrace his unsettled present. His journey is an epic, breathtaking, and gloriously theatrical reimagining of Homer’s classic that brilliantly combines Greek mythology and African-American history of the last 50 years.

An Iliad • Limited Engagement!

by Lisa Peterson and Denis O’Hare
Based on Homer’s *The Iliad*, translated by Robert Fagles
February 6–10, 2019

The journey with the great poet Homer continues with this special theatrical event. A captivating lone storyteller recounts the familiar tales of gods and goddesses, wars and battles, and humanity’s unshakable attraction to violence, destruction, and chaos over the millennia. This limited-run special engagement is sure to sell out and until October 1 will only be available to season subscribers.

PLEASE NOTE: The program for the limited engagement run of *An Iliad* will be combined with the program for *black odyssey*

Macbeth

by William Shakespeare
Directed by Curt Columbus • January 31 – March 3, 2019

This Shakespearean thriller bursts at breakneck speed with more suspense, murder, and madness than any blockbuster film. Tempted by the eerie visions of three mysterious witches and pushed by his ruthless wife, Macbeth is determined to grab what he wants — the throne of Scotland. Unchecked greed and ambition fuel his bloody rise to power, but his ego ultimately brings about his brutal end, while Lady Macbeth’s guilt and paranoia lead to one of theater’s most riveting descents into madness.

The Song of Summer

by Lauren Yee
Directed by Taibi Magar • March 14 – April 14, 2019

That song on every radio and wedding DJ’s playlist — that catchy earworm that’s inescapable for an entire summer — the “song of the summer” ... there’s more to it than everyone knows. There’s more to know about its singer, too — like why he snuck away from a concert and traveled hundreds of miles to visit the home of his childhood piano teacher. What — and who — he finds there could change his career and his life. A touching story about how revisiting the past can change our future.

Little Shop of Horrors

Book & Lyrics by Howard Ashman • Music by Alan Menken
Directed by Tyler Dobrowsky • April 11 – May 12, 2019

A perennially-popular, award-winning musical, *Little Shop of Horrors* blends doo-wop, rock, and Motown into a charming and totally-twisted must-see Trinity Rep event. A strange and unusual plant seems like just the thing to save a beleaguered Skid Row flower shop and its hapless employees, Seymour and Audrey. But when that plant turns out to feed only on blood and is inclined toward world-domination, well...things get a little messy. This deviously-delicious musical will be fun for the whole family.

Marisol

by José Rivera
Directed by Brian Mertes • May 16 – June 16, 2019

Marisol goes to bed in her New York City apartment, but awakens after a visit from her guardian angel to a surreal and crumbling new reality. The Bronx has become a battlefield as leather-clad angels take up arms against an old and dying God in a war to save the universe. The moon has disappeared, food has turned to salt, and chaos follows Marisol at every turn as she attempts to find hope among the ruins in this primal, poetic, fantastical, and often humorous contemporary classic.

*Plays, dates & artists subject to change

AD RATES

Size	Full Season	A Christmas Carol only
Back Cover	\$11,000	n/a
Inside Front or Back Cover	\$9,500	n/a
Full Page	\$8,100	\$3,500
Half Page	\$4,955	\$2,000
Quarter Page	\$2,955	\$1,200

Deadlines

Show	Ad Close	Materials Due
<i>Pride and Prejudice</i>	August 27	September 1
<i>A Christmas Carol</i>	September 27	October 1
<i>black odyssey/An Iliad</i>	November 27	December 1
<i>Macbeth</i>	December 27	January 1
<i>The Song of Summer</i>	January 27	February 1
<i>Little Shop of Horrors</i>	February 27	March 1
<i>Marisol</i>	March 27	April 1

Size Requirements

Size	Width x Height
Trim size	8" x 10.5"
Live area (.375 safety on all sides)	7.25" x 9.75"
Full page (with 0.125 bleed)	8.25" x 10.75"
Full page (non-bleed)	7.25" x 9.75"
Half page (horizontal)	7.25" x 4.75"
Half page (vertical)	3.5" x 9.75"
Quarter page	3.5" x 4.75"

Technical Requirements

File must be provided in one of the following formats.

- PDF file—Hi-res PDFs or PDF/X-1a files. Fonts must be embedded, no TrueType fonts unless converted to outlines.
- Adobe Indesign CS6 and below (with fonts and links)
- Adobe Photoshop (saved as a TIFF or EPS, not JPEG)

Convert all spot/PMS colors to CMYK.

All images must be in CMYK, 300 dpi minimum.

Where to send your ad

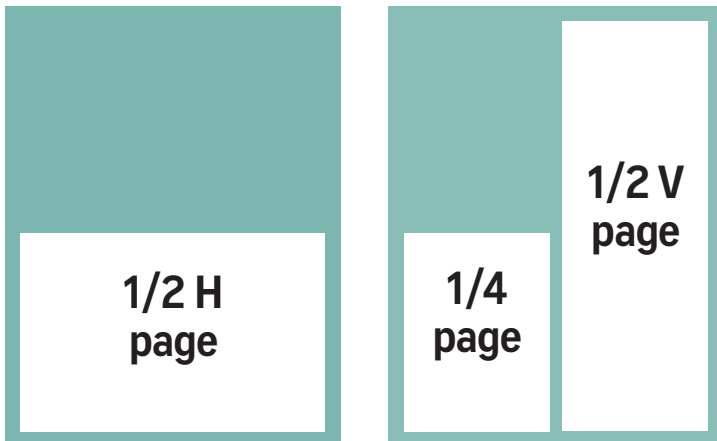
Email ad creative to

mguy@trinityrep.com

Payment Terms

50% deposit is due with contract. Balance is due on the materials due date for each issue. An interest charge of 12% will be added to all accounts over 30 days past due. If payments are not received by due date, advertising maybe pulled from remaining programs without refunds to the advertiser.

*Full season ad buys will use same creative for all shows unless client indicates in writing in advance of first show closing on August 27, 2018. Must also be noted on contract.





2018-19 SEASON Ad Contract

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

TOTAL DUE: _____

PAYMENT

- ☐ Cash
☐ Trade
☐ Cash/Trade combination

- ☐ Invoice me
☐ Charge my credit card

CARDHOLDER NAME: _____

CARD NUMBER: _____

EXPIRATION DATE (MM/YY): _____

- ☐ Check enclosed (made out to Trinity Repertory Company)

CREATIVE

- ☐ Use previous
☐ Will send to mguy@trinityrep.com by deadline
☐ Create my ad (add \$50 fee)

SIZE

- ☐ Back Cover
☐ Inside Front Cover
☐ Inside Back Cover
☐ Full (8.25" x 10.75";
7.25" x 9.75" for non-bleed)
☐ Half Horizontal (7.25" x 4.75")
☐ Half Vertical (3.5" x 9.75")
☐ Quarter (3.5" x 4.75")

NUMBER OF SHOWS

- ☐ Full Season
☐ *A Christmas Carol* only

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DATE: _____