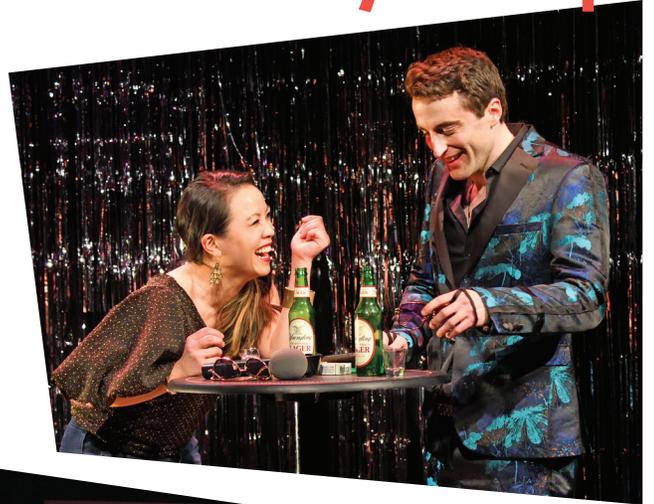


trinity rep

Advertising with Trinity Rep

2019-20
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.

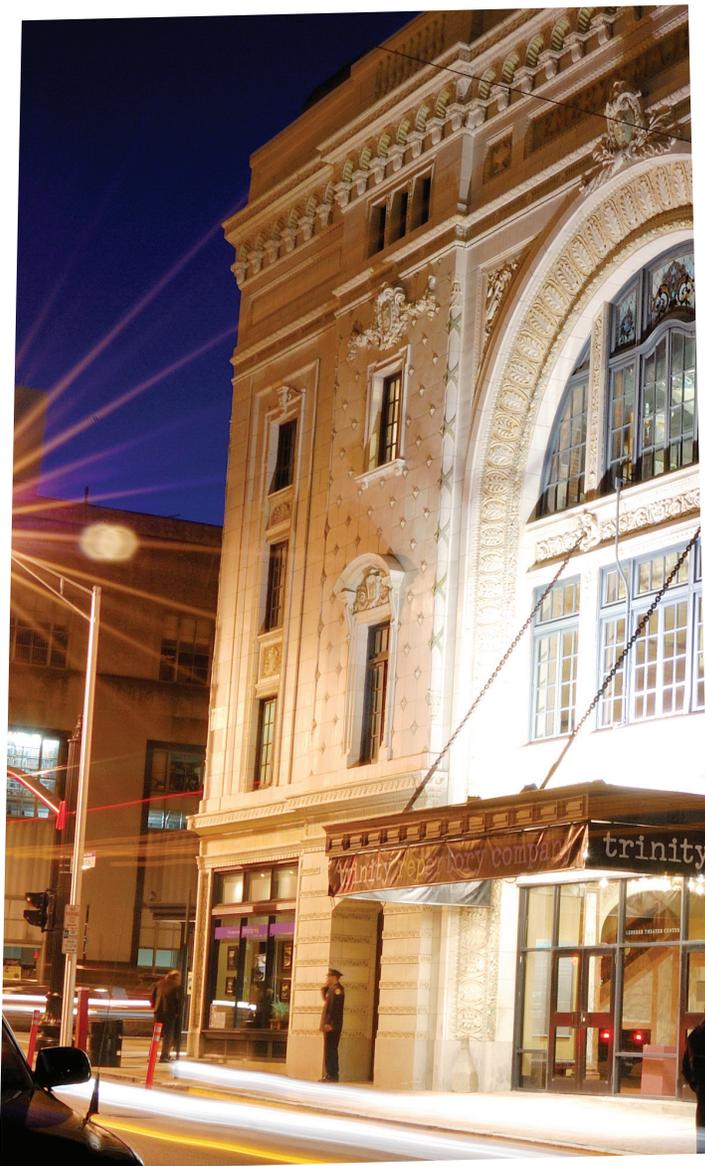
Advertising with Trinity Rep

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. This upcoming season, new subscriptions have already doubled, and we predict many more to come.

COVER: SCENES FROM THE 2018-19 SEASON, LEFT TO RIGHT FROM TOP LEFT: JUDE SANDY, ELEXIS MORTON, CARLA MARTINEZ & KEDREN SPENCER IN *LITTLE SHOP OF HORRORS*; TINA CHILIP & CHARLIE THURSTON IN *THE SONG OF SUMMER*; JEANINE KANE, JANICE DUCLOS & STEPHEN BERENSON IN *MACBETH*; RICHARD DONELLY, REBECCA GIBEL & KATIE CROYLE IN *PRIDE AND PREJUDICE*; CLOTEAL L. HORNE & JOE WILSON, JR. WITH THE CAST OF *BLACK ODYSSEY*; BRIAN MCELENEY IN *AN ILIAD*.
PHOTOS BY MARK TUREK. THIS PAGE: PHOTO BY ANNE L. HARRIGAN.



Contact Info

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Advertising & Group Sales Associate
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201 Washington St
Providence, RI 02903

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.**

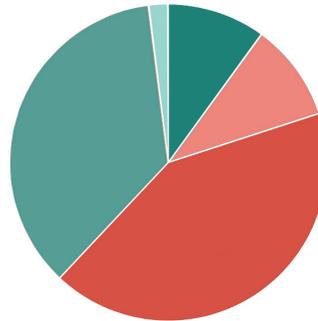
¹ National Endowment for the Arts: "Demographic Characteristics of the Arts Attendance".
² 2007 Cone Cause Evolution Survey



Photo by Priscilla Parisa

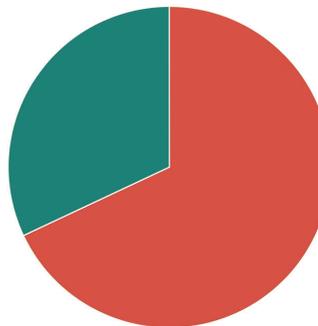
Total Season Audience:
over 62,000

A Christmas Carol Audience:
over 23,000



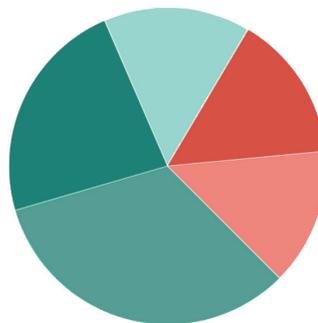
AGE

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



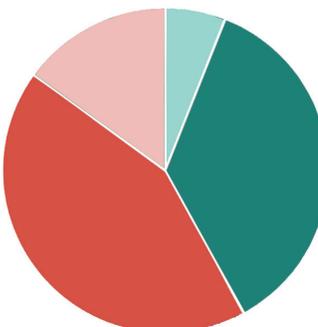
GENDER

- 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%

2019-20 SEASON | SEPTEMBER 2019 - MAY 2020

The Prince of Providence

By George Brant

Based on the book The Prince of Providence by Mike Stanton

Directed by Taibi Magar

September 12 – October 20, 2019

The nation knows him from *Crimetown* and Operation Plunder Dome, but Providence has a deeper and more complicated relationship with Buddy Cianci. A charismatic visionary who was also a corrupt philanderer, the long-time mayor defied the odds time after time — from his very first election to winning again after being arrested on assault charges. Surrounded by a colorful carousel of characters, Buddy gave Providence many things: some are more visible — businesses, tourism, and relocated rivers — while others are less tangible, but no less real — pride, notoriety, and now, a great story to tell.

A Christmas Carol

By Charles Dickens

Original music by Richard Cumming

Directed by Kate Bergstrom

November 7 – December 29, 2019

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.

Fade

By Tanya Saracho

December 5, 2019 – January 5, 2020

Lucia is understandably nervous. It's day one at her first TV writing job. As a Mexican-born novelist, she may actually be the "diversity hire" she's heard whispers about. Uncertain whether she can make a place for herself in cutthroat Hollywood, at least she feels less alone when she meets Abel, the Latino janitor. They form a bond and share stories, but it turns out that what Lucia gains from their friendship is not what Abel expects in this witty dramatic comedy about class, integrity, and culture.

August Wilson's Radio Golf

Directed by Jude Sandy

January 30 – March 1, 2020

Real estate developer and entrepreneur Harmond Wilks is determined to become the first black mayor of Pittsburgh and is on a mission to revive his blighted childhood neighborhood. As Wilks confronts the past, he is forced to question how pursuing change could put his neighborhood's history at risk. Both moving and funny, *Radio Golf* is the culmination of August Wilson's ten-play American Century Cycle chronicling each decade of African-American life in the 20th century.

A Tale of Two Cities

By Brian McEleney

Based on the novel by Charles Dickens

Directed by Tyler Dobrowsky

February 20 – March 22, 2020

In the late 1700s, London and Paris face parallel states of social and political upheaval on the eve of the French Revolution. Against this tumultuous backdrop emerges a passionate story of romance, sacrifice, and vengeance. This fresh new adaptation is epic and universal, while also being intensely intimate and personal. "The best of times and the worst of times" are brought to vivid life on stage in this remarkable approach to the time-honored classic.

Sweat

By Lynn Nottage

Directed by Christie Vela

April 2 – May 3, 2020

Warm humor and tremendous heart permeate this Pulitzer Prize-winner and hit Broadway play. Deep in the Rust Belt, blue collar factory workers swear by longtime friendships that seem unbreakable. These women spend their days working at physically-demanding jobs and their evenings laughing over drinks and dreaming of retirement. But mistrust, pride, and the economic pressures from a changing America introduce fissures in the foundation of this chosen family. Soon the bonds shatter, forever altering the path of two generations.

Sweeney Todd: The Demon Barber of Fleet Street

Music and Lyrics by Stephen Sondheim

Book by Hugh Wheeler

Directed by Curt Columbus

April 23 – May 24, 2020

An indisputable masterpiece by America's greatest living Broadway composer and lyricist, this is a heart-pounding thriller set on the seedy side streets of 19th-century London. Filled with diabolical humor and extraordinary music, this eight-time Tony Award-winning musical tells the tale of an exiled barber's quest to avenge the wrongs done to him and his family. *Sweeney Todd* is a beautiful, soaring dark comedy filled with stunning terror that will leave you gasping! 

Plays, prices, dates & artists subject to change.

AD RATES

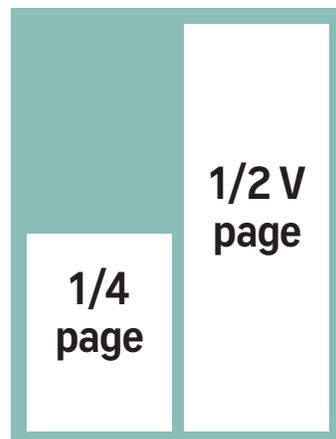
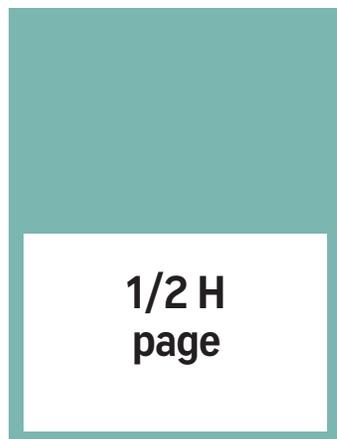
Size	Full Season	A Christmas Carol only
Back Cover	\$11,000	n/a
Inside Front or Back Cover	\$9,500	n/a
Full Page	\$8,100	\$3,500
Half Page	\$4,955	\$2,000
Quarter Page	\$2,955	\$1,200

Deadlines

Show	Ad Close	Materials Due
<i>The Prince of Providence</i>	August 1	August 19
<i>A Christmas Carol</i>	September 26	October 14
<i>Fade</i>	October 24	November 11
<i>August Wilson's Radio Golf</i>	December 19	January 6
<i>A Tale of Two Cities</i>	January 9	January 27
<i>Sweat</i>	February 20	March 9
<i>Sweeney Todd</i>	March 12	March 30

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: Press quality. Fonts must be embedded, no TrueType fonts unless converted to outlines.
- 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 1, 2019. Must also be noted on contract.



2019-20 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)

SIGNATURE: _____

DATE: _____

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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