Advertising with Trinity Rep 2020-21 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.

In lieu of printed programs this year, Trinity Rep will be creating a quarterly magazine with content to engage our patrons with news, behind-the-scenes stories, and features. The magazine will be mailed directly to approximately 7,000 of our most active households: subscribers, donors, and frequent ticket buyers.

Advertising with Trinity Rep is a Win-Win-Win

A win for you: Advertising in the Trinity Rep magazine is an affordable and effective way to reach a highly desirable audience. (Read more about our audience on the next page.)

A win for Trinity Rep: With over 250 cancelled performances, classes, and events in 2020 and an uncertain 2021, Trinity Rep is facing unprecedented challenges. Advertising is an excellent way to show your support for your professional theater.

A win for the community: A linchpin of the downtown cultural district, a strong Trinity Rep translates to a thriving retail and dining industry and a vibrant city.

Contact Info
Kate Brandt
Director of Marketing & Communications
kbrandt@trinityrep.com
(401) 453-9228
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 dining and cultural experiences.

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

Source: February 2018 Audience Survey
**AD RATES**

<table>
<thead>
<tr>
<th>Size</th>
<th>Three Issues — 5% Discount</th>
<th>Single Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$5,130</td>
<td>$1,800</td>
</tr>
<tr>
<td>Inside Front or Inside Back</td>
<td>$4,275</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,280</td>
<td>$800</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,280</td>
<td>$450</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$640</td>
<td>$225</td>
</tr>
</tbody>
</table>

**DEADLINES**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>November issue</td>
<td>September 30</td>
<td>October 26</td>
</tr>
<tr>
<td>February issue</td>
<td>December 10</td>
<td>January 8</td>
</tr>
<tr>
<td>April issue</td>
<td>March 29</td>
<td>February 26</td>
</tr>
</tbody>
</table>

**SIZE REQUIREMENTS**

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim size</td>
<td>8” x 10.5”</td>
</tr>
<tr>
<td>Live area (.375” safety on all sides)</td>
<td>7.25” x 9.75”</td>
</tr>
<tr>
<td>Full page (with 0.125” bleed)</td>
<td>8.25” x 10.75”</td>
</tr>
<tr>
<td>Full page (non-bleed)</td>
<td>7.25” x 9.75”</td>
</tr>
<tr>
<td>Half page (horizontal)</td>
<td>7.25” x 4.75”</td>
</tr>
<tr>
<td>Half page (vertical)</td>
<td>3.5” x 9.75”</td>
</tr>
<tr>
<td>Quarter page</td>
<td>3.5” x 4.75”</td>
</tr>
</tbody>
</table>

**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 Michael Guy, 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 may be pulled from remaining programs without refunds to the advertiser.

*Multi-issue ad buys will use the same creative for all issues unless client indicates in writing in advance of their first issue closing date. Must also be noted on contract.*
COMPANY NAME: _________________________________________________
__________________________________________________________________
CONTACT NAME: __________________________________________________
ADDRESS: ________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
PHONE: __________________________________________________________
EMAIL: ___________________________________________________________
TOTAL DUE: ______________________________________________________

PAYMENT
☐ 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”)

ISSUES
☐ November
☐ February
☐ April

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