

trinity rep

# Advertising with Trinity Rep



2021-22 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.

## How You Business Can Reach Our Audience

Advertising with Trinity Rep is an affordable way to reach a highly desirable audience with multiple impressions throughout the year.

### Live Performance Programs

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 alongside our advertisers. In the 2021-22 Season, advertising is available for the programs for *A Christmas Carol* and each of the four subscription series productions.

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, or add it to their saved collection.

### Contact Info

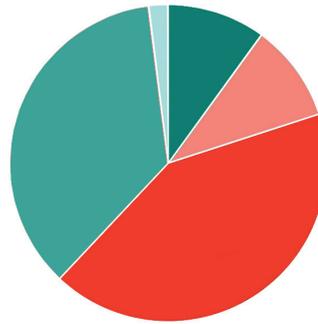
Kate Brandt  
 Director of Marketing & Communications  
 kbrandt@trinityrep.com  
 (401) 453-9228  
 201 Washington St  
 Providence, RI 02903



## THE AUDIENCE

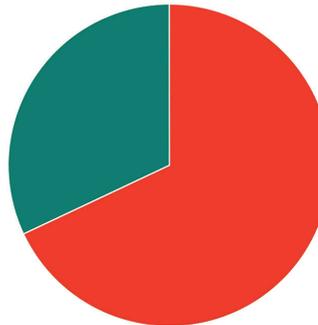
Connect your brand or product with Trinity Rep's highly desirable audience. They are **extremely loyal**—with 72% attending Trinity Rep for more than 10 years, and about 66% of that group for more than 20 years. They have a strong affinity for Trinity Rep and consider it their artistic home. **In fact, 92% of arts attendees feel more positively about a company that supports their cause<sup>1</sup> and 87% would switch brands for a company associated with their cause.<sup>2</sup>**

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.**



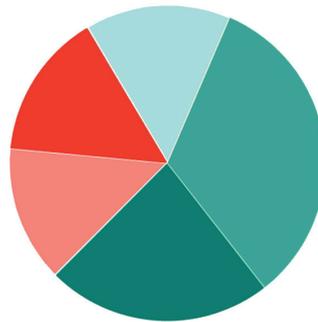
### AGE

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



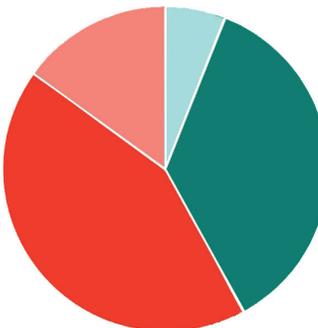
### GENDER

- 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%

Source: February 2018 Audience Survey

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

2 • 2007 Cone Cause Evolution Survey



**PICTURED ON COVER:** SCENES FROM THE 2019-20 SEASON, LEFT TO RIGHT FROM TOP LEFT: ERICK BETANCOURT, SCOTT AIELLO, & CHARLIE THURSTON IN *THE PRINCE OF PROVIDENCE*; JOE WILSON, JR. & TONIA JACKSON IN AUGUST WILSON'S *RADIO GOLF*; REBECCA GIBEL, BRIAN McELENEY, & TAAVON GAMBLE IN *A TALE OF TWO CITIES*; ELIA SALDANA IN *FADE*; HENRY HETZ, MICHAEL RICE, & RACHAEL WARREN IN *A CHRISTMAS CAROL*. PHOTOS BY MARK TUREK. THEATER PHOTO BY ANNE L. HARRIGAN. **PREVIOUS PAGE:** MARÍA GABRIELA ROSADO GONZÁLEZ, TIMOTHY CROWE, DANIEL DUQUE-ESTRADA & ANNE SCURRIA IN *NATIVE GARDENS*; JUDE SANDY IN *A CHRISTMAS CAROL*; REBECCA GIBEL IN *PRIDE AND PREJUDICE*; PHOTOS BY MICHAEL GUY. **THIS PAGE:** PHOTO BY PRISCILLA PARISA

2021-22  
SEASON  
LIVE  
AGAIN!

Live theater is equal parts intimacy and spectacle. It is the magic of a communal experience. It highlights shared humanity and worlds new to us. Live theater is like nothing else. **And it is coming back to Trinity Rep.**

**A Christmas Carol**

By Charles Dickens  
Original music by Richard Cumming  
Directed by Joe Wilson, Jr.  
November 4, 2021 – January 2, 2022  
**New England's family holiday tradition**

**Celebrating the holidays together**

Reimagined anew every year, this glorious telling of the classic story evokes the magic and hope of the season and its contemporary relevance. Guided by Jacob Marley and the ghosts of Christmas Past, Present, and Future, and ultimately inspired by his community, Ebenezer Scrooge embarks on a heartwarming journey toward redemption.

**"...will make you laugh, make you cry, and bring home the spirit of this magical holiday..."**

—PROVIDENCE JOURNAL

Presenting Sponsor **Cardi's**  
FURNITURE • MATTRESSES

**Tiny Beautiful Things**

Based on the book by Cheryl Strayed  
Adapted for the stage by Nia Vardalos  
Co-conceived by Marshall Heyman,  
Thomas Kail, & Nia Vardalos  
Directed by Curt Columbus  
January 13 – February 13, 2022  
**Based on the best-selling book**

**Finding hope by asking and answering the hardest questions**

A celebration of the simple beauty of being human, this funny, deeply touching, and uplifting play is an exploration of resilience, based on Cheryl Strayed's journey as the beloved anonymous advice columnist for "Dear Sugar." Over the years, thousands of people turned to "Sugar" for words of wisdom, compassion, and hope. Reluctant to claim that she has all the answers, Sugar looks to her own past and draws on her life experiences to bring light, laughter, and humanity to others.

**"A great reminder that we're not so alone after all."** —SAN FRANCISCO CHRONICLE

**August Wilson's Gem of the Ocean**

Directed by Jude Sandy  
February 24 – March 27, 2022  
**From the legendary playwright**

**A lyrical masterpiece of myth and history**

Set in 1904 Pittsburgh where slavery was still living memory, *Gem of the Ocean* offers a searing and mystical exploration of freedom, justice, and reclamation. Racked with a secret guilt, a desperate Citizen Barlow seeks refuge at the home of ancient Aunt Ester. Renowned for soul cleansing, Ester sends Citizen on an epic journey to the City of Bones, to find redemption and renewed purpose. *Gem of the Ocean* chronologically begins August Wilson's ten-play American Century Cycle, chronicling decade-by-decade African American experiences in the 20th century.

**"The great culmination of all for which Wilson stood."** —CHICAGO TRIBUNE

Media Sponsor **Rhode Island**  
MONTHLY

**Sueño**

Translated and adapted by José Rivera  
From the play by Pedro Calderón de la Barca  
Directed by Tatyana-Marie Carlo  
April 7 – May 8, 2022  
**Mesmerizing modern adaptation**

**Love, revenge, dreams, and forgiveness**

A humorous and haunting metaphysical story peppered with intentional anachronisms, *Sueño* is a contemporary reimagining of *Life is a Dream*, considered one of the jewels of the Spanish Golden Age. Years after a Spanish prince is imprisoned at birth based on astrological predictions, the young man is released to test the prophecies. Once freed, his actions could either earn him the throne or return him to a lifetime of isolation to question the very nature of reality and humanity.

**"Enchanting and frequently funny take on the classic."** —CHICAGO TRIBUNE

**Fairview**

By Jackie Sibblies Drury  
Directed by Jude Sandy  
May 19 – June 19, 2022  
**Pulitzer Prize-winning drama**

**Boldly challenging perceptions**

This stunning Pulitzer Prize-winner begins simply: It's Grandma's birthday, and Beverly needs the family's celebration to be perfect. But her husband is no help, her sister is getting into the wine, her brother hasn't arrived, and her teenage daughter's secrets threaten to derail the day. Then this family comedy takes a surprising turn, becoming an unpredictable and thrillingly theatrical experience that boldly confronts perceptions of race and identity.

**"Dazzling and ruthless... A glorious, scary reminder of the unmatched power of live theater to rattle, roil, and shake us wide awake."**

—NEW YORK TIMES

Media Sponsor **Rhode Island PBS**

Season Sponsors **JOB LOT** **Charitable Foundation** **RISCA**

Supporting Season Sponsor **PROVIDENCE TOURISM COUNCIL**

Plays, dates & artists subject to change

## ADVERTISING OPPORTUNITIES

	Back Cover	Inside Front or Back Cover	Full Page	Half Page	Quater Page
4-show season (price per show)	\$1,200.00	\$950.00	\$750.00	\$500.00	\$300.00
<i>A Christmas Carol</i> only	\$4,000.00	\$3,750.00	\$3,500.00	\$2,000.00	\$1,200.00
<b>Total if purchased together</b>	<b>\$7,500.00</b>	<b>\$6,500.00</b>	<b>\$5,800.00</b>	<b>\$3,600.00</b>	<b>\$2,150.00</b>

## DEADLINES

Publication	Ad Close	Materials Due
<i>A Christmas Carol</i> program	September 7	October 4
<i>Tiny Beautiful Things</i> program	November 22	December 13
<i>Gem of the Ocean</i> program	January 3	January 24
<i>Sueño</i> program	February 14	March 7
<i>Fairview</i> program	March 28	April 18

## 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.**

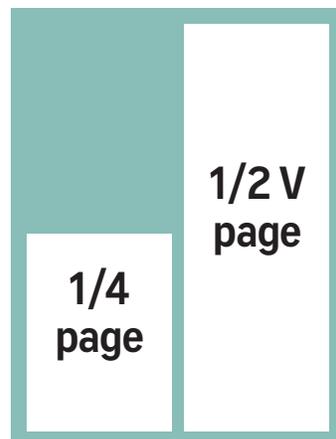
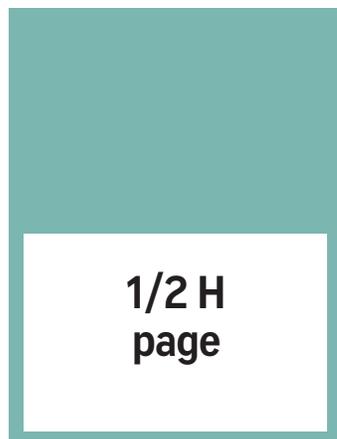
## Where to send your ad

Email ad creative to [ads@trinityrep.com](mailto:ads@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.





# 2021-22 SEASON Ad 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 (payable to Trinity Repertory Company)

## CREATIVE

Use previous ad

Will send to ads@trinityrep.com by deadline

Create my ad (add \$50 fee)

Will change ad for each issue

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")

## PUBLICATIONS

All programs

*A Christmas Carol* only

Other \_\_\_\_\_

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