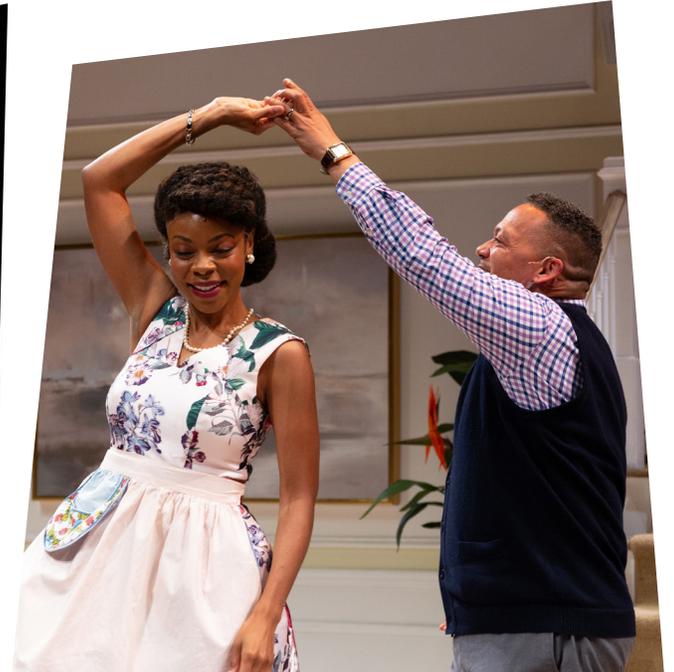
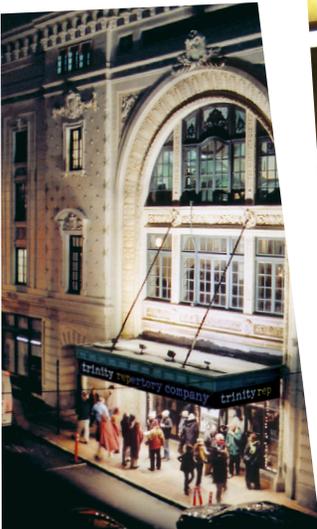


trinity rep

# Advertising with Trinity Rep



2022-23 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 Your 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.

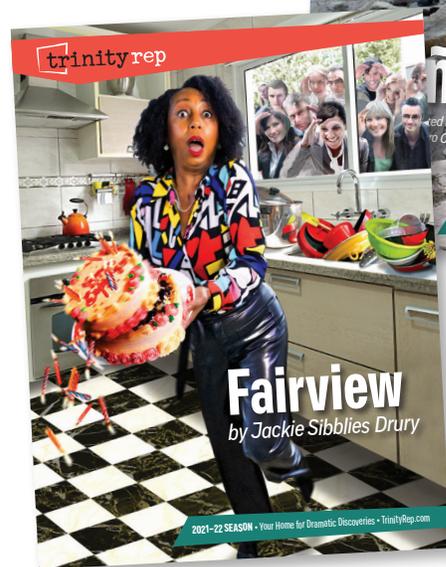
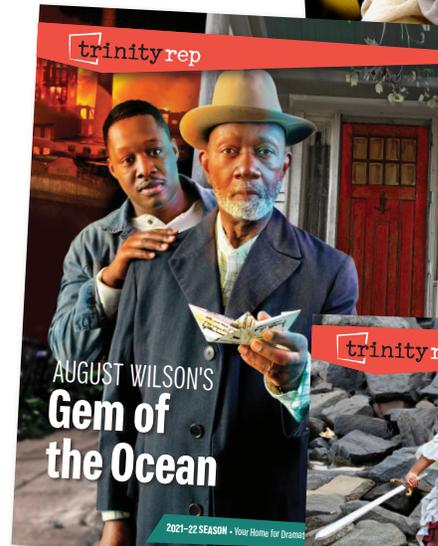
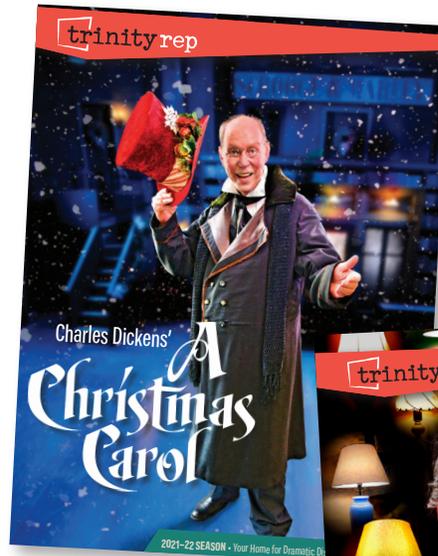
### Live Performance Programs

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 2022-23 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

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 Development Officer  
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 201 Washington St  
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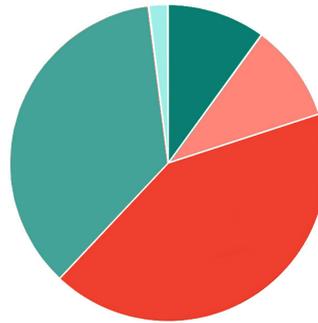
## THE AUDIENCE

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 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.**

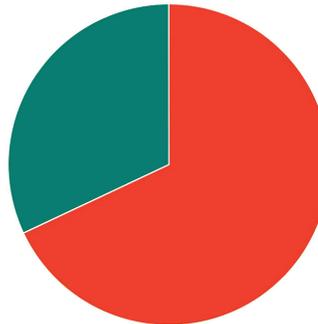
1 • National Endowment for the Arts: "Demographic Characteristics of the Arts Attendance".

2 • 2007 Cone Cause Evolution Survey



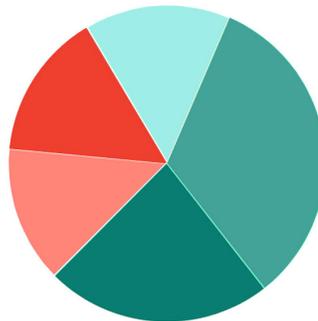
### AGE

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



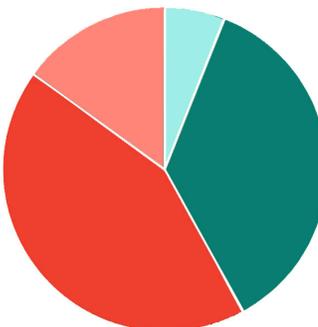
### GENDER

- 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



**PICTURED ON COVER:** SCENES FROM THE 2021-22 SEASON, LEFT TO RIGHT FROM TOP LEFT: LIZ MORGAN AND RICARDO PITTS-WILEY IN AUGUST WILSON'S *GEM OF THE OCEAN*; ALFREDO ANTILLON, ANNE SCURRIA, VICTOR NETO, JIHAN HADDAD, RUDY CABRERA, CATIA, ANDREW GOMBAS, AND ARTURO PUENTES IN *SUEÑO*; SHAFFANY TERRELL, TIMOTHY CROWE, AND AIMEE HAMRICK IN *A CHRISTMAS CAROL*; THEATER PHOTO BY MICHAEL GUY; ANGELA BRAZIL IN *TINY BEAUTIFUL THINGS*; & MIA ELLIS AND JOE WILSON, JR. IN *FAIRVIEW*. PHOTOS BY MARK TUREK AND CAT LAINE. **PREVIOUS PAGE:** TIMOTHY CROWE, ANGELA BRAZIL, CHRISTOPHER LINDSAY, RICARDO PITTS-WILEY, CATIA, DANIEL DUQUE-ESTRADA, AND JACKIE DAVIS ON THEIR RESPECTIVE PROGRAMS. PHOTOS BY MICHAEL GUY AND MARISA LENARDSON. **THIS PAGE:** PHOTO BY PRISCILLA PARISA

# 2022-23 SEASON LASTING LEGACIES

This season, Trinity Rep will present an incredible lineup of award-winning and world premiere productions. The season centers around a theme of “legacy” — each play grapples with challenging questions about how legacies are established, and how they are passed on from generation to generation.

## A Christmas Carol

By Charles Dickens  
Original music by Richard Cumming  
Directed by Aileen Wen McGroddy  
November 3, 2022 – January 1, 2023  
**New England's family holiday tradition**

### Celebrating the holidays together

Rhode Island's family holiday tradition returns! 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

## The Inheritance, Parts 1 & 2

By Matthew López  
Inspired by *Howards End* by E.M. Forster  
Directed by Joe Wilson, Jr.  
Part 1: September 1 – November 6, 2022  
Part 2: September 22 – November 6, 2022

### What do we owe to each other, and what do we leave behind?

*The Inheritance* weaves together the story of three generations of gay men in New York City attempting to forge a future for themselves amid a turbulent and changing America, decades after the height of the AIDS epidemic. Eric Glass is a political activist engaged to his writer boyfriend, Toby Darling. When two strangers enter their lives — one older and one younger — their plans for marriage come to a screeching halt as they veer in opposite directions into uncharted waters. This fascinating and epic two-part drama is inspired by E.M. Forster's classic *Howards End*, and received the 2020 Tony Award for Best Play and the 2019 Olivier Award for Best Play. **Please note:** Parts 1 and 2 are presented as separate productions.

**“...perhaps the most important American play of this century”** —THE TELEGRAPH

## By The Queen

Drawn from William Shakespeare  
by Whitney White  
Directed by Jude Sandy  
January 12 – February 12, 2023

### Rediscover one of Shakespeare's most fascinating women.

From her roots as a provincial princess of France, to her ascension to the throne of England and her eventual downfall, Queen Margaret is one of the most complicated, fascinating, and thrilling characters in Shakespeare's works. She is a warrior, a wife, a politician, a mother... and this dynamic new drama, lifted and remixed from *Henry VI* and *Richard III*, finally gives her story the telling it deserves.

**“White knows Shakespeare to its core and conveys that knowledge from her bones.”**

—THE NEW ENGLAND THEATER GEEK

## The Inferior Sex

By Jacqueline E. Lawton  
Directed by Tatyana-Marie Carlo  
March 16 – April 16, 2023

### A smart, funny look inside a quest for change.

It's the summer of 1972. The battle to ratify the Equal Rights Amendment is ramping. Congresswoman Shirley Chisholm is campaigning for president. And in midtown Manhattan, a group of women have created a magazine “for feminists who love fashion.” As the war in Vietnam intensifies, and the Watergate scandal erupts, the charged political and social climate challenges friendships and the future of the magazine itself. Poignant and hilarious, *The Inferior Sex* looks at finding your politics, your community, and your voice in an ever-changing world.

**“Lawton is dedicated to the cause of pushing boundaries and bringing topics that are still often seen as taboo to the forefront.”**

—DC METRO THEATRE ARTS

## Sweeney Todd: The Demon Barber of Fleet Street

Music and Lyrics by Stephen Sondheim  
Book by Hugh Wheeler  
Directed by Curt Columbus  
May 25 – June 25, 2023

### The bloody brilliant Tony Award-winning musical

An indisputable masterpiece by one of America's greatest Broadway composers and lyricists, this is a heart-pounding thriller that also delights and amazes. Filled with diabolical humor and extraordinary music, the eight-time Tony Award-winning musical tells the tale of an exiled barber's quest to avenge the wrongs unfairly done to him and his family by a corrupt system of justice. *Sweeney Todd* is a beautiful, soaring, dark comedy filled with stunning terror that will leave you wanting more!

**“...extraordinary, fascinating...**

**ravishly lovely...”** —NEW YORK TIMES

## ADVERTISING OPPORTUNITIES

		Back Cover	Inside Front or Back Cover	Full Page	Half Page	Quarter Page
<b>The Inheritance only*</b>	<b>Double the exposure!</b>	\$1,800	\$1,425	\$1,125	\$750	\$450
<b>Single Show</b>		\$1,200	\$950	\$750	\$500	\$300
<i>By The Queen, The Inferior Sex, Sweeney Todd</i>						
<b>A Christmas Carol only</b>		\$4,000	\$3,750	\$3,500	\$2,000	\$1,200
<b>Full 5-Show Season</b>	<b>10% OFF!</b>	\$4,850	\$3,850	\$3,050	\$2,025	\$1,215
<i>without A Christmas Carol</i>		<del>\$5,400</del>	<del>\$4,275</del>	<del>\$3,375</del>	<del>\$2,250</del>	<del>\$1,350</del>
<b>Full 5-Show Season Plus</b>	<b>15% OFF!</b>	\$8,000	\$6,825	\$5,850	\$3,615	\$2,175
<i>includes A Christmas Carol</i>		<del>\$9,400</del>	<del>\$8,025</del>	<del>\$6,875</del>	<del>\$4,250</del>	<del>\$2,550</del>

\*The Inheritance is a 2-part play. While both parts will share the same program, it will have twice the audience of a typical program.

## DEADLINES

Publication	Ad Close	Materials Due
<i>The Inheritance</i> program	July 11	August 5
<i>A Christmas Carol</i> program	September 12	October 7
<i>By The Queen</i> program	November 21	December 16
<i>The Inferior Sex</i> program	January 23	February 17
<i>Sweeney Todd</i> program	April 3	April 28

### Did you know?

Advertisers have the option to change their ad artwork for each program! Just send us your updated ad by the materials due date for each production.

## DIGITAL ADD-ON PACKAGE NEW!

**\$750** — This add-on package is available for any full-season or full-season plus *A Christmas Carol* advertisers.

This Package Includes:

- One social media spotlight posted during peak hours (choice of Facebook post (18k+ followers) or Instagram post (5.6k+ followers))
- Slide in lobby loop video for one production of your choice (not including *A Christmas Carol*)
- Business spotlight in one e-blast newsletter

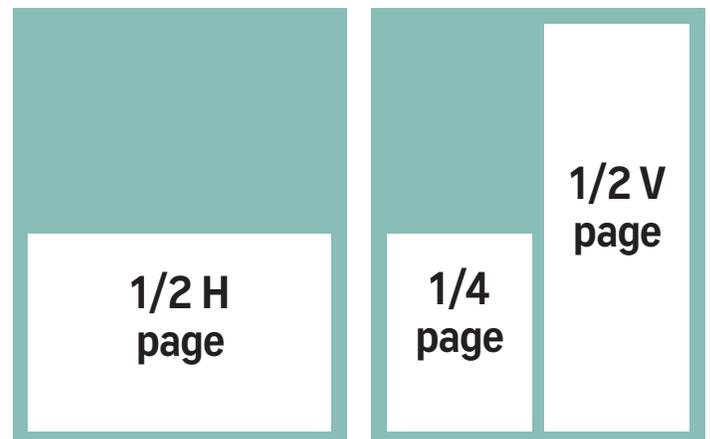
## PERKS FOR ADVERTISERS NEW!

These benefits are available to any businesses purchasing ads worth \$1,000 or more.

- 2 tickets to an opening night performance of your choice (not including *A Christmas Carol*. Subject to availability)
- A link to your business's website added to our advertisers webpage

## 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"





# 2022-23 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
- Full 5-Show Season (without *A Christmas Carol*)
- The Inheritance* only
- A Christmas Carol* only
- Digital Add-On Package
- Other \_\_\_\_\_

### 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 issues 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.

### 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)

### WHERE TO SEND YOUR AD

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