



**ADVERTISING WITH  
TRINITY REP  
2024-25 SEASON**

 trinity rep

# 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 60 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 2024-25 Season, **advertising is available in the programs for each of the five 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

Allison Hall, Advancement Manager  
 ahall@trinityrep.com  
 (401) 453-9237  
 201 Washington St.  
 Providence, RI 02903



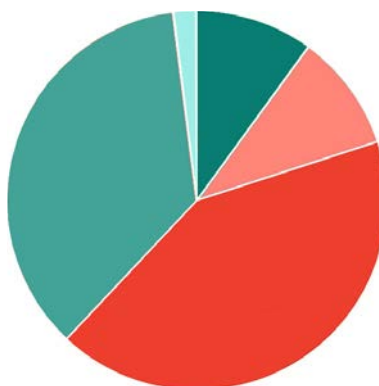
# THE AUDIENCE

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.**

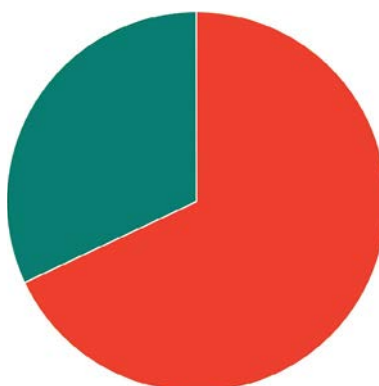
1 • National Endowment for the Arts: "Demographic Characteristics of the Arts Attendance".

2 • 2007 Cone Cause Evolution Survey



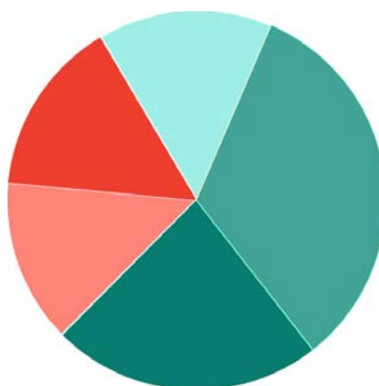
## AGE

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



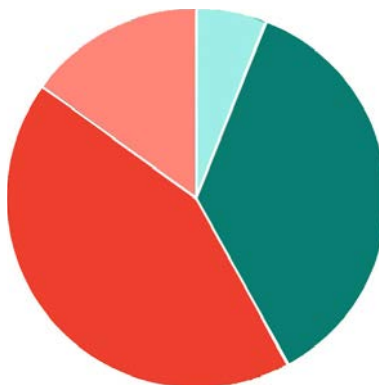
## GENDER

- 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



welcome to  
**TRINITY REP'S  
2024-25  
SEASON**

**To stay or not to stay. That is the question. Each production in the 2024-25 Season asks when we should or shouldn't embrace change. How do we know when it's time to cut ties or grow deeper? When do we stay still? At what point do we decide to move on?**

## FOR THOSE WHO LIKE THEIR COMEDIES EDGY

### ***POTUS: Or, Behind Every Great Dumbass Are Seven Women Trying to Keep Him Alive***

By Selina Fillinger

Directed by Curt Columbus

**September 5 – 22/October 10 – 27, 2024**

Dowling Theater

Running in rotating repertory with *Ms. Holmes & Ms. Watson — Apt. 2B*

*A farcical break from the inevitable political chaos*

Many of us are dreading the 2024 election, regardless of political beliefs. Why not look your fears dead in the eye and laugh at them with *POTUS*? When a presidential PR nightmare evolves into a global catastrophe, it's up to seven women in the commander-in-chief's inner circle to do damage control. That is, if they don't drive each other off the rails first through a chaotic cocktail of increasingly absurd antics. Delightfully raunchy and uproariously funny, *POTUS* is a naughty political farce that'll have you rolling in the aisles!

"POTUS ... is a winner!" - *The Washington Post*

## FOR THOSE WHO LIKE THEIR COMEDIES CLEVER

### ***Ms. Holmes & Ms. Watson — Apt. 2B***

By Kate Hamill

Inspired by the stories by Sir Arthur Conan Doyle

Directed by Laura Kepley

**October 3 – November 17, 2024**

Dowling Theater

Running in rotating repertory with *POTUS*

*A delightful murder-mystery-comedy*

*The Hound of the Baskervilles* meets *Thelma & Louise* in this contemporary retelling of Sir Arthur Conan Doyle's iconic mystery novels. Join brilliant, eccentric "deductive consultant" Sherlock Holmes and her American roommate Joan Watson as they crack cases in post-pandemic London. This quirky, clever buddy comedy from the playwright behind 2018's *Pride & Prejudice* is sure to delight hardcore Holmes fans and novice sleuths alike.

"Hamill's adaptations of the classics are endlessly ingenious ... whatever she decides to do, it will be worth seeing" - *The Wall Street Journal*

## FOR THOSE REBUILDING RELATIONSHIPS BETWEEN HOPE AND GRIEF

### ***Someone Will Remember Us***

By Deborah Salem Smith and Charlie Thurston

Created by Dr. Michelle Cruz, Charlie Thurston, and Deborah Salem Smith

Directed by Christopher Windom

Dowling Theater

**January 23 – February 23, 2025**

Dowling Theater

**January 23 – February 23, 2025**

*Reflecting on the ripples of conflict*

In 2006, Trinity Rep told the true, poignant stories of Rhode Islanders deployed in Iraq with the play *Boots on the Ground*. Nearly 20 years later, how does this legacy live on ... and what have we forgotten? *Someone Will Remember Us* interlaces the real-life testimonies of U.S. military veterans, Gold Star families, Iraqi civilians, and refugees living in Rhode Island. As military conflict wages on multiple fronts across the world, this production paints a moving portrait of the innumerable tolls of war and imperialism, and how we find connection through it all.

"*Boots on the Ground* is important ... It has things to tell us that we're not hearing anywhere else."

- *The Providence Journal*

## FOR FANS OF THE CLASSICS, OR OF CONTEMPORARY REIMAGININGS

### ***La Tempestad — The Tempest***

By William Shakespeare

Translated and adapted by Orlando Hernández with Tatyana-Marie Carlo and Leandro "Kufa" Castro

Directed by Christie Vela

Dowling Theater

Dowling Theater

**March 27 – April 27, 2025**

*Decolonizing Shakespeare's "brave new world"*

Shakespeare's familiar story of magic, betrayal, comedy, and love is told through a compelling mix of The Bard's classic English, translated Spanish dialogue, and projected subtitles so you can understand it all. *La Tempestad — The Tempest* purposefully weaves two languages to deconstruct the colonialist narratives, all while retaining the shipwreck, romance, magic, and fantasy that make Shakespeare's final play so beloved. Originally presented in 2018 as a touring Teatro en El Verano production, *La Tempestad* is the first to transfer to Trinity Rep's main stage!

"A significant addition to the centuries-long tradition of interpreting Shakespeare"

- *New England Theatre Geek*

## FOR ANYONE LOOKING FOR THE NEXT "GREAT AMERICAN PLAY"

### ***Blues for an Alabama Sky***

By Pearl Cleage

Directed by Jackie Davis

**May 29 – June 29, 2025**

Dowling Theater

*Sacrifice and dreams in the Jazz Age*

As the creative revolution of the Harlem Renaissance bleeds into the hardships of the Great Depression, four New York friends strive to achieve their dreams. But when Alabama migrant Leland Cunningham sets his eyes on the troubled blues singer Angel, their lives are changed forever. This intimate drama questions where the personal ends and the political begins, probes the intersection of life and art, and asks how we find meaning and direction in the most tumultuous of times.

"One of the best works of its decade"

- *Chicago Tribune*

**Plays, dates & artists subject to change**

# ADVERTISING OPPORTUNITIES

		Back Cover	Inside Cover (Front or Back)	Full Page	Half Page	Quarter Page
Single Play		\$1,400	\$1,200	\$1,000	\$600	\$400
3 Play Package	SAVE 5%	\$3,990	\$3,420	\$2,700	\$1,710	\$1,140
without A Christmas Carol		<del>\$4,200</del>	<del>\$3,600</del>	<del>\$3,000</del>	<del>\$1,800</del>	<del>\$1,200</del>
5 Play Package	SAVE 10%	\$6,300	\$5,400	\$4,500	\$2,700	\$1,800
without A Christmas Carol		<del>\$7,000</del>	<del>\$6,000</del>	<del>\$5,000</del>	<del>\$3,000</del>	<del>\$2,000</del>

## PERKS FOR ADVERTISERS

Special benefits are available for Package purchases:

### 5 Play Package

- 4 ticket vouchers for one of the 2024-2025 plays (listed below)
- Digital advertising: Special acknowledgement on our lobby TV screens
- A link to your business's website added to our advertisers webpage

### 3 Play Package

- 2 ticket vouchers for one of the 2024-2025 plays (listed below)
- A link to your business's website added to our advertisers webpage



## DEADLINES

### Production

POTUS

Ms. Holmes & Ms. Watson — Apt. 2B

Someone Will Remember Us

La Tempestad — The Tempest

Blues for an Alabama Sky

### Save Your Spot By

July 24, 2024

August 12, 2024

November 15, 2024

January 28, 2025

April 1, 2025

### Artwork Due

August 1, 2024

August 29, 2024

December 12, 2024

February 20, 2025

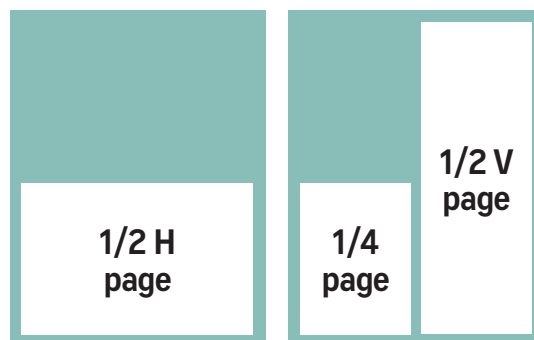
April 24, 2025

## AD SIZE REQUIREMENTS

Size	Width x Height	Safety Margins*
Full-page	7.125" x 9.53"	.375" (all sides)
Half-page (horizontal)	7.125" x 4.64"	.25" (all sides)
Half-page (vertical)	3.44" x 9.53"	.25" (all sides)
Quarter-page	3.45" x 4.64"	.25" (all sides)

\*Safety margins ensure your artwork's copy is included within the advertisement's framing and is consistent with the styling of Trinity Rep's playbill structure.

**Accepted File formats include PDF, JPEG, Tiff, and PSD.** Less than 5MB preferred; 15MB required. Additional details on next page.



Our playbills are printed and trimmed to 8" x 10.5" with a .375" top and outside margin, .5" inside margin, and .6" bottom margin.

For questions about how to provide ad creative, please reach out to Allison Hall, Advancement Manager, at [ahall@trinityrep.com](mailto:ahall@trinityrep.com).

# 2024-25 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): \_\_\_\_\_

CVV: \_\_\_\_\_ BILLING ZIP CODE \_\_\_\_\_

☐ Check enclosed (payable to Trinity Repertory Company)

## CREATIVE

☐ Use previous ad

☐ Will send to [ahall@trinityrep.com](mailto:ahall@trinityrep.com) by deadline

☐ Will change ad for each issue

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

## SIZE

☐ Back Cover

☐ Inside Front Cover

☐ Inside Back Cover

☐ Full (7.125" x 9.53")

☐ Half Horizontal (7.125" x 4.64")

☐ Half Vertical (3.44" x 9.53")

☐ Quarter (3.45" x 4.64")

## PUBLICATIONS

☐ Single Play

☐ 3 Play Package

☐ 5 Play Package

## 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, less than 5MB preferred; less than 15MB required. Fonts must be embedded, TrueType fonts converted to outlines
- **JPEG, Tiff, or PSD:** Image files must be 300dpi, CMYK, and true to ad size. Less than 5MB preferred; less than 15MB required

For questions about how to provide ad creative, please reach out to Allison Hall at [ahall@trinityrep.com](mailto:ahall@trinityrep.com).