



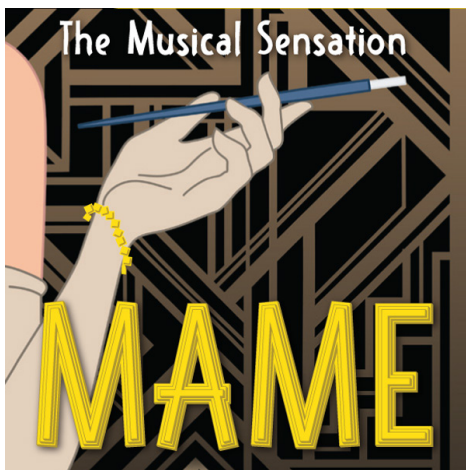
SOUTH BAY MUSICAL THEATRE

WHY YOU SHOULD ADVERTISE IN SBMT'S PRINTED PROGRAMS

Each year, South Bay Musical Theatre entertains around 10,000 patrons from all over Silicon Valley. Our subscribers fall into a highly desirable demographic of affluent consumers who spend disposable income on live entertainment, dining out, and high-end products and services.

SBMT programs are printed in full color, saved as souvenirs, and archived digitally on our website. As a bonus, our advertisers are also gratefully acknowledged in our lobby display.

Our last season ended with a sold-out run and two shows that won highly coveted recommendations from the adjudicators of Theatre Bay Area. We are building on that momentum for the 2018-2019 season with three time-honored classics of the Broadway stage.



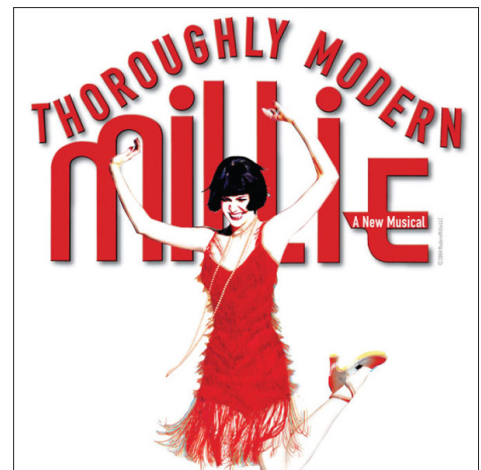
MAME

Jerry Herman's classic comedy about everyone's favorite madcap aunt. Winner of three Tony Awards, 1966



BIG RIVER

Roger Miller's adaptation of Mark Twain's novel, The Adventures of Huckleberry Finn. Best Musical, 1985



THOROUGHLY MODERN MILLIE

Show-stopping, toe-tapping story of an irrepressible flapper. Won six Tony Awards including Best Musical, 2002.

Advertising with SBMT is a cost-effective way to generate leads while engendering good will among the local performing arts community.



SOUTH BAY MUSICAL THEATRE

PROGRAM ADVERTISING RATES, DEADLINES, AND SPECIFICATIONS

Advertising Rates

BLACK AND WHITE, inside placement

Single-Show Ad	3-Show Ad Package	
Full Page: \$350	Full Page:	\$900
Half Page: \$200	Half Page:	\$500
Quarter Page: \$125	Quarter Page:	\$300

FULL COLOR, plus preferred placement

Single-Show Ad	3-Show Ad Package	
Full Page: \$450	Full Page:	\$1,200
Half Page: \$300	Half Page:	\$800

Payment Policy & Deadlines

Space reservation, camera-ready copy, and payment are due 17 business days prior to opening night. Mail payment to SBMT, PO Box 700215, San Jose, CA 95170.

Layout Service

We will design simple ads at no charge, but any major graphic design must be supplied by customer.

Contact Us

To place your order for a program advertisement, please call Doug Hughes at 408-476-2267 or contact him via e-mail at doug.hughes@southbaymt.com.

Production Dates, 2018-2019 Season

Advertisers can place ads in these show programs. Each musical runs for 11 performances and 1 preview.

- **MAME**
Sept. 22 - Oct. 13, 2018 (Ad deadline Aug. 29, 2018)
- **BIG RIVER**
Jan. 26 - Feb. 16, 2019 (Ad deadline Jan. 3, 2019)
- **THOROUGHLY MODERN MILLIE**
May 18 - June 8, 2019 (Ad deadline April 25, 2019)

Other Opportunities

Please contact Doug Hughes at 408-476-2267 or email doug.hughes@southbaymt.com about additional marketing opportunities, such as email blasts to our list, fundraiser sponsorships, and trade-out agreements.



Mechanical Guidelines

Sizes for the ads will be:

- Full page: 5.5" wide by 8.5" tall
- Half page horizontal: 4.5" wide by 3.5" tall
- Quarter page: 2.0" wide by 3.5" tall
- The finished program will be 5.5" wide by 8.5" tall

Acceptable file formats

- 300 DPI
- JPEG, EPS or PDF
- No links, no live fonts.