



## Advertise and Align Your Business with the Arts!

Dear Friends of Pennsylvania Playhouse:

Pennsylvania Playhouse has been Bethlehem's Community Theater for over 50 years. In that time, tens of thousands of patrons from the Lehigh Valley and beyond have made Pennsylvania Playhouse their community theater destination.

The performance program booklet is an affordable way for local organizations and businesses to advertise and show support for the patrons of Pennsylvania Playhouse and Community Theater in the Lehigh Valley.

When you place an advertisement in our program:

Your ad will be published in the performance program of six productions at Pennsylvania Playhouse. Six productions times a minimum of eight performances per production times 175 seats in our theater equals your ad being viewed by over 8,000 patrons of the arts and community members from the Lehigh Valley and beyond.

Funds raised from ads help the Playhouse produce six Main Stage productions annually, plus our extremely popular Young Actor's Studio workshops during the summer and other special events. We are a non-profit, 501(c)(3) volunteer, community-based, performance center located on Bethlehem's Illick's Mill Road, in beautiful Northampton County.

We know you will want your message to reach a wide demographic. By placing your ad in our program we can deliver customers you'd like to contact at a great, low price. You might create specific ads geared to our program with messages that people will read as they sit in their seats waiting for the lights to dim.

Please consider joining us and play an important role in your Community Theater by placing your ad in our program. Our continued success can only be achieved through your generosity and support! Thank you!

Sincerely Yours:

Mark R. Breiner  
Development Director  
Pennsylvania Playhouse  
[breinermark@gmail.com](mailto:breinermark@gmail.com)  
610-392-4264



PO Box 20122  
Lehigh Valley, PA 18002

300 Illick's Mill Road  
Bethlehem, PA 18017

## Agreement for Advertising

This Agreement covers program ads that will be included in the Pennsylvania Playhouse program for six main stage productions.

For the payment of \$ \_\_\_\_\_, advertiser will receive a **Full / Half / Third / Quarter Page** ad in the Pennsylvania Playhouse program. These programs shall be distributed before each main stage show.

All artwork supplied must be submitted in pdf or jpeg format to breinermark@gmail.com. Pennsylvania Playhouse will not be responsible for any typographical errors in artwork supplied or print quality due to ad file quality submitted.

Name

Title

Street

City

State

Zip Code

Phone

Fax

E-mail

The undersigned is an authorized representative of the company named above and is authorized to enter into this Agreement.

Signed:

Date:

Please complete, sign and date this Agreement, and return along with payment in form of a check, made out to Pennsylvania Playhouse. The Pennsylvania Playhouse is a 501(c)(3) charitable organization.

Pennsylvania Playhouse  
Development Chairman  
P.O. Box 20122  
Lehigh Valley, PA 188002

[www.paplayhouse.org](http://www.paplayhouse.org)

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## Ad Specifications

### Sizes and cost:

#### Full Page Ad

4.5" wide x 7.5" high  
Ad will be displayed vertically  
**\$350**

#### Half Page Ad

4.5" wide x 3.5" high  
Ad will be displayed horizontally  
**\$200**

#### Third Page Ad

4.5" wide x 1.75" high  
Ad will be displayed horizontally  
**\$125**

#### Quarter Page Ad

2.25" wide x 3.5" high  
Ad will be displayed vertically  
**\$75**

### Acceptable Formats:

PDF  
JPEG

### Please include the following in all e-mails:

Name of Company or Organization  
Contact name  
Street Address / PO Box # / City / State / Zip Code  
E-mail address  
Phone number

### Please submit all ads to

Mark Breiner  
Development Director  
Pennsylvanian Playhouse  
[breinermark@gmail.com](mailto:breinermark@gmail.com)

### Please submit all checks to:

Pennsylvania Playhouse  
Development Director  
P.O. Box 20122  
Lehigh Valley, PA 18002



