

Advertising in the playbill makes "CENTS"

Not only do playbills go home as souvenirs, but theatregoers are an excellent demographic to target! They tend to be better educated and have more expendable income!

2026 SEASON



February 7-15



April 4-12



June 6-14



August 7-15



BY FRANCES GOODRICH AND ALBERT HACKETT, NEWLY ADAPTED BY WENDY KESSELMAN

October 3-11



December 4-13

SPONSORSHIP & ADVERTISING



2026 SEASON

Playbills go home in the hands of roughly 400 patrons *per production* and are often kept for years as souvenirs!

info@lakewhitneyarts.org

22 YEARS AND COUNTING!

SEASON SPONSORSHIPS (only three available):

All season sponsorship options include:

- Four (4) general seating tickets to all productions (Gold-level season tickets)
- Large ad on screen prior to each performance of the season
- Verbal recognition in the pre-show speech before every performance
- Recognition on Season Sponsor signage inside the theater
- Prominent ad positioning on the LWA website
- **Full color, full page ad on every playbill for the 2026 Season**

BACK COVER: \$700 ROFR THE ACCOUNTING EXPERTS

INSIDE FRONT COVER: \$650 ROFR WHITNEY PACK & SHIP

INSIDE BACK COVER: \$620 ROFR GEORGE STAPLES

SHOW SPONSORSHIPS (only six available):

All show sponsorship options include:

- **Logo on the front cover of playbill for the sponsored show and in all social media images.**
- **Logo on the sponsored show's permanent page on the LWA website**
- Four (4) general seating tickets for the sponsored show
- Large ad on screen prior to each performance of the season
- Verbal recognition in the pre-show speech before every performance of the sponsored show
- Recognition on Show Sponsor signage inside the theater during the run of the sponsored show
- **Full page black and white ad on the interior of every playbill for the 2026 Season**

Brothers: \$600

Little Shop of Horrors: \$600

Alibis: \$600

Trials of Alice in Wonderland: \$600

The Diary of Anne Frank: \$600

The Christmas Bus: \$600

INTERIOR AD RATES

(subject to space availability)

All interior ads are grayscale.

Includes only ad space in

playbill and slide show.

200ppi JPG or PNG

See next page for specs

More info and Canva templates at
lakewhitneyarts.org/advertise-with-lwa

1/3 Page Horizontal

5.25" x 2.75"

1050 x 550 pixels

1/6 Page

2.6" x 2.75"

520 x 550 pixels

1/3 Page

Vertical

2.6" x 5.5"

520 x 1100 pixels

Full page interior: 1050 x 1650 pixels

Half page interior: 1050 x 825 pixels

Color cover ad: 1050 x 1650 pixels

	Single show	Half Season 3 shows	Full Season 6 shows
Full Page	\$85	\$230	\$425
1/2 Page	\$50	\$140	\$250
1/3 Page	\$40	\$110	\$200
1/6 Page	\$25	\$70	\$125