

2018-2019 Season Advertising Opportunities

PROGRAM BOOK ADVERTISING!

Program Book (Approx 100 performances)

Be part of the energy of live performance as your ad is seen by tens of thousands of engaged, local patrons eagerly awaiting the event about to take the stage. Your advertising dollars help support MPAC's nonprofit mission to enrich our community through diverse programs, events and educational opportunities.

Ads run the full season, from September through June, and can be changed throughout the season. Ads also appear in the online version of our program, and each advertiser receives a logo and link on our website.

- Premium Position..... \$3,000**
- Full Page Color (4.75" x 8")..... \$2,500**
- Half Page Color (4.75" x 3.75")..... \$1,500**
- Black and White Full (4.75" x 8").....\$2,200**
- Black and White Half (4.75" x 3.75")..... \$1,250**
- Black and White Quarter (4.75" x 2").....\$650**

* Prices reflect full season advertising.

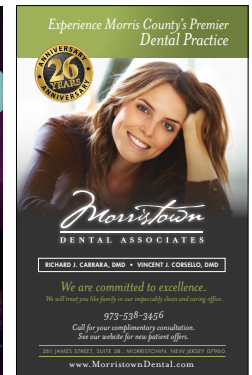
Program Book Restaurant Guide

Program Book (includes website listing).....\$500

Web Listing only.....\$300

(Website listing includes your logo, a short description of your restaurant and a hyperlink to your site. Restaurants that advertise in our Program Book are automatically added to our Program Book and web listing at no additional cost.)

**Full-page advertisers receive 25% off full-page ad in the Family or Nutcracker program books*



RESTAURANT GUIDE	
The Mayo Center for the Performing Arts thanks the following restaurants for their advertising support	
Brick Oven of Morristown 90 South Street; 973-984-7700 Full range of Italian cuisine, adjacent to the Theatre. www.brickovenj.com	Grasshopper off the Green 41-43 Morris St.; 973-285-5150 Morristown's newest Irish pub. Features casual dining and a large selection of premium import draft and bottled beers, wines, and spirits including a full array of Irish Whiskeys and cordials. www.grasshopperoffthegreen.com
Cappia Cafe 21 Market Street; 973-267-8787 Just 1/2 block south of The Green. A warm and casual eatery offering Italian and American pasta, meat and seafood entrees, vegetarian specialties, and homemade soups. Enjoy a delicious meal (and BYOB!) before the show - dinner starting at 5 PM, Wednesday, Thursday, and Friday. Open for breakfast and lunch, with catering and full party planning available 7 days a week. www.cappiacafe.com	Greenberry's Coffee & Tea Company 46 South Park Place; 973-984-5000 25 roasted coffees and 13 of the world's finest teas; latte, espresso, cappuccino, fresh baked pastries, sandwiches and more. www.greenberry.com
Copeland Restaurant and Martini Bar 2 Whippany Road; 973-451-2619	The Office Beer Bar & Grill 3 South St.; 973-285-0220 The Office has something for everyone! Come check out our BEV menu!

Family Program Book (Approx 20 performances)

If your business is geared toward families with children ages 3-12, direct your message to your core customer base by placing an ad in our Family Program Book.

- Back Cover (4.75" x 8").....\$800**
- Full page (4.75" x 8").....\$700**
- Half page (4.75" x 3.75").....\$400**
- Quarter page (4.75" x 2").....\$250**

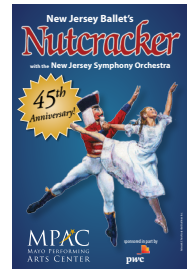
• Full page advertisers receive 25% off full page in the Nutcracker Program Book



Nutcracker Program (14 performances)

The Mayo Performing Arts Center will be home to 14 performances of New Jersey Ballet's Nutcracker with an anticipated audience of over 13,000. The Nutcracker program book is a great way to reach the last-minute shopper in a holiday mood.

- Back Cover (4.75" x 8").....\$600**
- Full page (4.75" x 8").....\$500**
- Half page (4.75" x 3.75")....\$250**
- Quarter page (4.75" x 2")...\$150**



For more information, please contact

Jean Leonard, Marketing Director
(973) 539-0345 ext. 6529 / jleonard@mayoarts.org

Lindsey Fu, Marketing Manager
(973) 539-0345 ext. 6507 / lfu@mayoarts.org

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Digital Advertising

Email

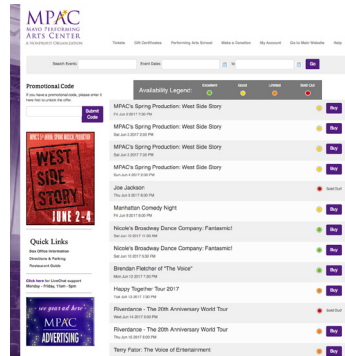
Get your logo and a short write-up with a link to your website in our weekly email newsletter (inclusion of an estimated 90,000 names). Reach your desired audiences by advertising in weekly emails to ticket buyers (pre- and post-performance).

Weekly E-mail newsletter.....per email \$750
Pre/Post-Show Emails.....\$250 each week

Web

Run your banner ad on the MayoArts.org ticketing page and on our Print-At-Home tickets.

Ticketing Page Banner Ad.....\$500 per month
New! Print-At-Home Ticket Ad.....\$500 per 5,000 tickets



All potential MPAC ticket buyers will see your ad on the MayoArts.org ticketing page



Send a tailored message to select audiences in our weekly email blasts.

Additional Advertising Opportunities

Ticket Envelopes

Get your information directly into the hands of our patrons by placing an ad on our ticket envelopes.

5,000 ticket envelopes\$600 (all ads are printed in our Pantone purple)
2,500 envelope inserts\$400

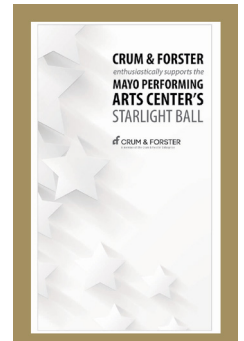


Starlight Ball Ad Journal

Reach our most exclusive members and supporters at this annual black-tie affair. Event date TBA.

(All ads are Black and White with the exception of the Outside Back Cover and Inside Front Cover)

Outside Back Cover (4.75" x 8").....\$5,000
Inside Front Cover (4.75" x 8").....\$3,000
Inside Back Cover (4.75" x 8").....\$3,000
Full Page (4.75" x 8")
 Gold.....\$2,000
 Silver.....\$1,500
 Regular.....\$1,000
Half Page (4.75" x 3.75").....\$500
Quarter Page (4.75" x 2").....\$250
Tribute Listing (Name only).....\$100



Business Circle

Join our Starlight Society Business Circle and enjoy benefits that include but are not limited to:

- Opportunities to purchase seats in advance
- Access to exclusive VIP Starlight Lounge at most performances
- Your business listed in the Program Book
- Employee discounts on select performances and more!



Business Circle Benefits	
Priority Seating	Members receive priority seating for all performances, including the Starlight Ball. Seating is subject to availability and is not guaranteed.
Priority Access	Members receive priority access to the Starlight Lounge and other exclusive events. Access is subject to availability and is not guaranteed.
Priority Registration	Members receive priority registration for all performances, including the Starlight Ball. Registration is subject to availability and is not guaranteed.
Priority Discounts	Members receive priority discounts on all performances, including the Starlight Ball. Discounts are subject to availability and are not guaranteed.
Priority Recognition	Members receive priority recognition in the Program Book and other marketing materials. Recognition is subject to availability and is not guaranteed.
Priority Invitations	Members receive priority invitations to exclusive events and performances. Invitations are subject to availability and are not guaranteed.

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