

AD PRICING

January through June 2024

Deadlines: www.MayoArts.org/advertising

► Mainstage Program Book*

- Majority of MPAC performances
- Includes digital program
- Full page ad comes with two (2) tickets to a show of your choice (subject to availability)

► Full Page Premium† \$2,500

► Full Page \$2,000

► Half Page \$1,000

†Limited Availability

► Nutcracker Program Book

- Thirteen (13) Nutcracker performances
- Includes digital program

► Back Cover ~~\$800~~

► Full Page ~~\$500~~

► Half Page ~~\$250~~

► Digital Ads

► MPAC Mobile App

App Homepage Banner \$200/month

► Email

- Spotlight in weekly e-newsletter to 100k+ subscribers (Wednesdays)
\$1000/email
- Banner ad in pre/post-show emails to ticket holders
\$250/week
(‘Week’ defined as Monday - Sunday)

Included Perks

Interaction

Digital ads & digital program books can be linked to your website.

Community Partnership

You'll be listed as a theater partner on MPAC's website.

Visibility & Referrals

Box Office recommends advertisers first when patrons ask about the area.

Restaurants are listed in the Restaurant Guide (print & online).

Special Offers

MPAC Business Circle Members

- **CEO level:** Receives 20% off program book advertising
- **Leader level:** Receives 10% off program book advertising

Payment Options

Check

Payable to Mayo Performing Arts Center

Online

Link:

<https://secure.mayoarts.org/donate/q/advertising>

*Pay by installment

Split your **Mainstage Program** ad reservation into multiple interest-free payments. Payments will be billed throughout the season with each new round of printing (est. 3 editions).

ORDER FORM

Advertising Agreement (Jan-June 2024)

DATE: _____

ADVERTISER: _____

CONTACT: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

Program Books:

- ☐ **Main Stage Program Book** (All Ads Full Color)
- Ad Size: ☐ Full Page Premium* (\$2600) (Placement Request _____) *subject to availability
- ☐ Full Page (\$2000) ☐ Half Page (\$1000)
- ☐ **Nutcracker Program Book** (All ads full color)
- Ad Size: ☐ Full (\$500) ☐ Half (\$250) ☐ Back Cover (\$800)

Digital:

- ☐ **Featured Ad in Weekly E-Newsletter (\$1000/email)**
- Insertion Period: _____
- ☐ **Banner Ad in Pre/Post-show Emails (\$250/week)**
- (1 week of pre/post-show emails to ticket buyers)
- Insertion Period: _____
- ☐ **Mobile App (\$200/month)**
- Insertion Period: _____

Terms

Payment due upon reservation of space.

***If paying by installment:** First payment is due upon reservation of space. Subsequent invoices will be mailed concurrent with each new print edition of the program book. Final payment due no later than June 1, 2024.

Checks or credit cards accepted.

Ad content subject to approval by MPAC.

Advertiser is responsible for all ad design and/or copy unless otherwise specified*

Ad agreements, payments and artwork should be mailed or emailed to:

Mayo Performing Arts Center
Attn: Lindsey Fu
100 South Street
Morristown, NJ 07960
lfu@mayoarts.org

Cc: Katy Cockrell
kcockrell@mayoarts.org

Ad agreement is binding. No cancellations or refunds post-press.

Please check [MayoArts.org/advertising](https://www.mayoarts.org/advertising) for closing dates, creative deadlines and artwork specs.

***MPAC creative services:** Requests for design services must be received more than five (5) business days before the artwork deadline. Last-minute designs may incur a fee. If you require creative services please contact LFu@mayoarts.org as soon as possible upon reservation of space.

TOTAL DUE: _____

Refer to rate sheet for prices.

SIGNATURE: _____

DATE: _____