



2022-2023 PROGRAM ADVERTISING

For more than 70 years, The Rose has been committed to inspiring young people and their families to discover the magic of theater, to find their voices and enrich their communities. As we take the stage in 2022, we invite you to make magic and memories at The Rose!

THE HOTTEST TICKET IN TOWN!

The Rose has long been an outstanding opportunity for businesses to reach families. In 2022-2023, The Rose is excited to present *The SpongeBob Musical* on our mainstage. This show is already one of the hottest tickets in town, with families clamoring to get their seat to the Nickelodeon phenomenon. ***But that's not all!*** The 2022-23 season is chock full of high-quality entertainment families can't wait to experience. From *Cinderella* to *The Lightning Thief*, *The Stinky Cheese Man* to *Beauty and The Beast*, and the world premiere presentation of *Popularity Coach*, your ad will be front and center to these families, putting your business in the spotlight.

DIGITAL CONTENT TAKES THEM RIGHT TO YOUR WEBSITE

In addition to being featured in our traditional printed program, your ad will also be featured in a digital program available on The Rose website. This allows audience members to view the program on any device. Ads placed in the program can be linked to a business' website, unique landing page, special offer, video or other online document, allowing them to make online purchases right from their theater seat.

Additionally, copies of the digital program are now available on each show page on The Rose website, giving the world access to your ad, whether they attend a show or not. Audience members can download the digital copy and read your message on demand. They can even share it with friends!

YOUR BUSINESS HIGHLIGHTED IN THE ROSE THEATER LOBBY & AT THE ROSE STUDIOS FOR YOUTH ARTISTS

NEW THIS YEAR! Advertisers who purchase a 1/2 page or larger ad will also be featured on the digital display screens in The Rose Theater lobby before and after all shows, AND daily at The Rose Studios for Youth Artists, the theater's educational facility serving more than 500 students each week. These display screens feature information about Rose shows and educational programs, as well as content to keep families entertained while waiting for students in classes. Your ad will be interspersed with this content for maximum visibility.

BE INCLUDED WITH THE ROSE'S KIDS PROGRAM: "BEYOND THE CURTAIN"

Several years ago, we introduced a show program just for kids attending shows at The Rose that came to be known as *Beyond The Curtain*. This publication has quickly become one of our most popular requests at the box office, with adults and children appreciating the fun activities and insights into the show. Teachers often share the piece with students attending field trips by emailing the digital program and *Beyond the Curtain* to families. The printed version of *Beyond The Curtain* is ad-free, but the document is included along with the digital version of the show program - along with your ad.

THE SPONGEBOB MUSICAL

Aug 26 - Sept 18, 2022

POPULARITY COACH

Oct 7 - 23, 2022

CINDERELLA

Nov 25 - Dec 18, 2022

THE LIGHTNING THIEF

Jan 20 - Feb 5, 2023

THE STINKY CHEESE MAN

Mar 10 - 26, 2023

LAST STOP ON MARKET STREET

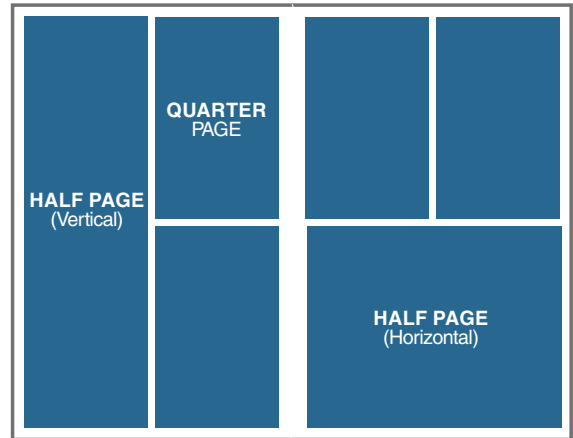
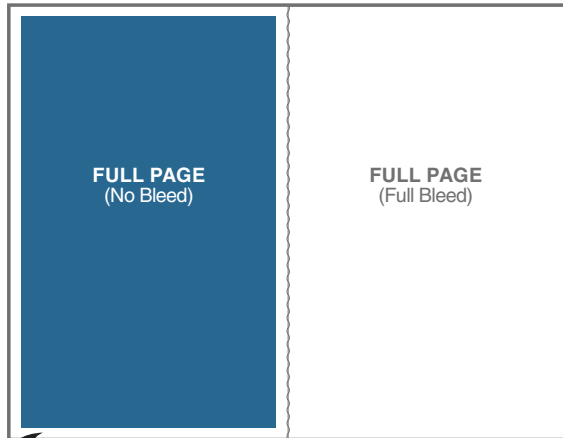
Apr 14 - 30, 2023

BEAUTY AND THE BEAST

June 2 - 25, 2023

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SPECS PRICING DEADLINES



PLUS WITH ONE CLICK AUDIENCES CAN VISIT AN ONLINE DESTINATION OF YOUR CHOICE IN THE DIGITAL PROGRAM.

- YOUR WEBSITE • YOUR CURRENT TV COMMERCIAL • A COUPON TO USE AFTER THE SHOW • A WEB FORM TO COLLECT THEIR CONTACT INFORMATION
- *AND...Full and Half Page Advertisers will be featured on The Rose's digital concierge lobby displays*

BACK COVER – \$2,250

5-2/3" [5.64] (wide) X 8-2/3" [8.64] (tall)
(Full Bleed) (Please bleed 1/8" off all edges)

FULL PAGE (NO BLEED) – \$1,950

4-7/8" [4.875] (wide) X 7-7/8" [7.875] (tall)

HALF PAGE (HORIZONTAL) – \$1,150

4-7/8" [4.875] (wide) X 3-7/8" [3.875] (tall)

HALF PAGE (VERTICAL) – \$1,150

2-3/8" [2.375] (wide) X 7-7/8" [7.875] (tall)

QUARTER PAGE – \$850

2-3/8" [2.375] (wide) X 3-7/8" [3.875] (tall)

INSIDE FRONT COVER (FULL PAGE) – \$2,250

4-7/8" [4.875] (wide) X 7-7/8" [7.875] (tall)

INSIDE BACK COVER (FULL PAGE) – \$2,250

4-7/8" [4.875] (wide) X 7-7/8" [7.875] (tall)

ADVERTISERS GET FREE TICKETS!

As a token of our appreciation, advertisers receive up to 18 free tickets for 2022-23 performances at The Rose, including tickets to our premium holiday event Rodgers & Hammerstein's *Cinderella* and next summer's Disney's *Beauty and The Beast*.

AD SIZE:	COVERS	FULL PG	HALF PG	QUARTER PG
Rose Member Shows	10	8	6	4
The Sound of Music	4	4	3	2
Beauty and The Beast	4	4	3	2
TOTAL TIX	18	16	12	8
TOTAL VALUE	\$506	\$456	\$352	\$228

Tickets may be used for the advertiser's personal use, as promotional giveaways, employee gifts, as part of an incentive program, online contests or anything you can think of! They are YOUR tickets to use as YOU wish.

Premium positions:

First Right of Acceptance,
Friday, July 15, 2022

Space Reservation Deadline:

Monday, August 1, 2022


Electronic Files Due:

Friday, August 5, 2022



For more information or to reserve your space, contact:

Kori Radloff
Marketing & Public Relations Director
korir@rosetheater.org
(402) 345-4849



the
Rose Performing Arts
FOR CHILDREN AND FAMILIES

2022-2023 PROGRAM ADVERTISING

ADVERTISING AGREEMENT

Company / Agency Name

Agency for (if applicable)

Billing Address

City

State

Zip

E-Mail Address

Phone

Fax

Client Name (Please print)

Company URL

Client Signature

Date

Account Number

OWH Account Representative

Ad Size

Investment

Ads will be included in the digital program and may contain a link to a web page of your choice

PLEASE LINK MY AD TO: (List complete url) _____ DO NOT LINK MY AD

AD PRODUCTION

Electronic File

Electronic Files Due:

Friday, August 5, 2022

REQUIREMENTS

- Ads should be submitted via e-mail or FTP site.
- Accepted formats: PDF, EPS, TIFF, JPG (Files need to be built to exact ad dimensions, and fonts need to be embedded or supplied.) Files must be CMYK format and at least 300 dpi.

AD SUBMISSION

- Email korir@rosetheater.org.

Invoices will be mailed and payment is required prior to publishing.

Please initial:

_____ This contract is binding and cannot be canceled.

_____ Rates are not commissionable and there are no cash discounts.



Rose Theater
ATT: Marketing Department
2001 Farnam St.
Omaha, NE 68102