



2023-2024 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 2023-24, we invite you to imagine the possibilities at The Rose!

THE HOTTEST TICKET IN TOWN!

The Rose has long been an outstanding opportunity for businesses to reach families. In 2023-2024, The Rose is excited to present *Arthur & Friends* on our mainstage. This show is already one of the hottest tickets in town, with families clamoring to get their seat to the PBS phenomenon. ***But that's not all!*** The 2023-24 season is chock full of high-quality entertainment families can't wait to experience. From *Rudolph the Red-Nosed Reindeer* to *Bob Marley's Three Little Birds*, *Charlotte's Web* to *Charlie and the Chocolate Factory*, and the world premiere presentations of *Life Doesn't Frighten Me* and *Night at the Farm*, 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

ONCE AGAIN! 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.

ARTHUR & FRIENDS MAKE A MUSICAL

Sept 8 - 24, 2023

LIFE DOESN'T FRIGHTEN ME

Oct 6 - 22, 2023

RUDOLPH THE RED-NOSED REINDEER

Dec 1 - 23, 2023

NIGHT AT THE FARM: A BEDTIME STORY

Jan 19 - Feb 4, 2024

BOB MARLEY'S THREE LITTLE BIRDS

Feb 23 - Mar 10, 2024

RED RIDING HOOD

Mar 22 - Apr 7, 2024

CHARLOTTE'S WEB

April 19 - May 5, 2024

CHARLIE & THE CHOCOLATE FACTORY

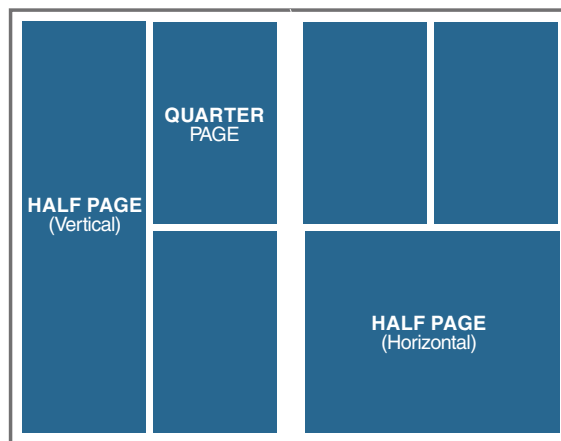
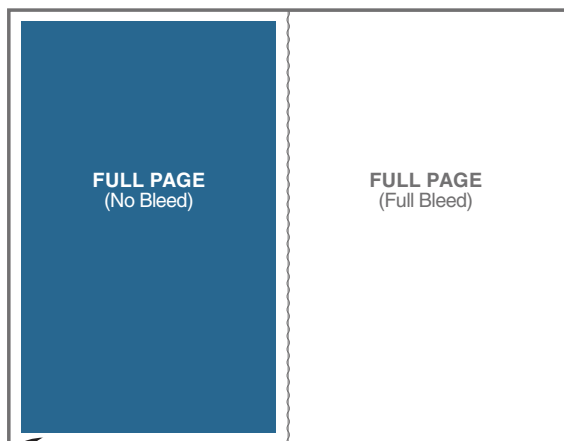
June 7 - 23, 2024



the
Rose Performing Arts
FOR CHILDREN AND FAMILIES

2023-2024 PROGRAM ADVERTISING

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. Please send a 1920x1080 image to be used.*

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 2023-24 performances at The Rose, including tickets to our premium holiday event **Rudolph the Red-Nosed Reindeer** and next summer's **Charlie & the Chocolate Factory**.

AD SIZE:	COVERS	FULL PG	HALF PG	QUARTER PG
Rose Member Shows	10	8	6	4
Rudolph	4	4	3	2
Charlie & the Chocolate Factory	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 21, 2023

Space Reservation Deadline:

Tuesday, August 1, 2023

Electronic Files Due:

Tuesday, August 15, 2023



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

2023-2024 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:

Tuesday, August 15, 2023

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