



Season Program Advertising
 Pollard Theatre
 2017-2018 Season

Since 1987, the Pollard has become a mainstay of the Guthrie tourism industry, and has built a legacy as one of the most highly esteemed producers of theatre in central Oklahoma. We have one of the longest running Christmas programs in the region, which has become a tradition for thousands of Oklahomans, and has introduced generations of school age children to the magic of live theatre. Through our diverse programming that celebrates and challenges the understanding of our shared humanity, countless patrons and artists have come to consider the Pollard “home”.

Over the last two years we have brought in 14,000 attendees annually (78% unique visits); 15% from Guthrie, and 63% from the greater Oklahoma City metro. Our marketing survey showed that:

- **83% of our patrons ate in Guthrie restaurants.**
- **40% shopped**
- **20% visited attractions.**
- **13% stayed overnight . . . and many return for shopping and dining with their friends!**
- **In addition, 70% have college degrees**
- **53% have a household income of \$76,000 and above.**

Think of your advertising investment in the Pollard's season program the first level of corporate sponsorship! You will receive year-round exposure to potential customers who will see not only the story of your business, but also your support for an organization that they consider of great value to our community. Whether your business is in Guthrie or the surrounding communities, our customers are your customers!

We can help you build your ad!

Please submit design elements or print ready art to van@thepollard.org

300 dpi resolution - .pdf preferred

Deadline for all material and payment is July 31st, 2017.

<i>Laughter on the 23rd Floor</i> August 25 – September 9, 2017	<i>A Few Good Men</i> February 16 – March 3, 2018
<i>Hedwig and the Angry Inch</i> October 13 – 28, 2017	<i>Disney's The Little Mermaid</i> April 13 – May 5, 2018
<i>A Territorial Christmas Carol</i> November 24 – December 23, 2017	<i>Always ... Patsy Cline</i> June 8 – 30, 2018



Season Program Advertising
Pollard Theatre
2017-2018 Season

	<u>Width</u>		<u>Height</u>	<u>Color*</u>
full page	5 1/2"		8 1/2"	\$1,500
1/2 page	5 1/2"		4 1/4"	\$850
1/4 page (vertical)	2 3/4"		4 1/4"	\$500
1/4 page (horizontal)	5 1/2"		2 1/8"	
1/8 page	2 3/4"		2 1/8"	\$275
Inside cover (2 available)	5 1/2"		8 1/2"	\$1,800
Outside back cover	5 1/2"		8 1/2"	\$2,500

*All ads are full color. **Add 1/4" bleed to full and half page sizes.**

**Please submit design elements or print ready art to van@thepollard.org
300 dpi resolution - .pdf preferred
Deadline for all material and payment is July 31st, 2017.**

Business name _____

Contact/approval person _____

Phone _____ Email _____

Ad Size _____ Amount _____

For questions: Van French / 405.282.2802 / van@thepollard.org