

# PLAYBILLS

2022 MEDIA KIT

TAKE *center stage* WITH OUR LOCAL ARTS ORGANIZATIONS!

PHOTO: COURTESY OF DORSET THEATRE FESTIVAL



**DORSET THEATRE  
FESTIVAL**  
PLAY IN VERMONT

"We are so excited to see old friends in our beautiful Playhouse and welcome new friends into our community. Our theme this summer truly is 'BACK TOGETHER AGAIN' - for joy, for laughter, and for community."

- Dina Janis, Artistic Director

[dorsettheatrefestival.org](http://dorsettheatrefestival.org)

PHOTO: COURTESY OF WESTON THEATER COMPANY



**weston**  
THEATER COMPANY

"It is such a joy to welcome you to a new season of live performance in Weston! This summer, we will share stories full of love and hope, stories that center on the power of theater to bring us together and remind us of all that we have in common. Weston's 2022 season is rich with boundless imagination and the joyful sense of belonging that only the theater can create."

-Susanna Gellert, Executive Artistic Director

[westontheater.org](http://westontheater.org)

**DORSET THEATRE  
FESTIVAL**  
PLAY IN VERMONT

**DORSET THEATRE FESTIVAL**  
*Theatre that matters*

DORSET THEATRE FESTIVAL'S 45<sup>TH</sup> SEASON  
BACK INDOORS AT THE HISTORIC DORSET PLAYHOUSE

**JUNE 23 – JULY 9**

*A nail-bitingly tense classic thriller*

**Wait Until Dark**

*By Frederick Knott, Adapted by Jeffrey Hatcher, Directed by Jackson Gay*  
Inside the quaint 1944 Greenwich Village basement apartment of Susan and Sam Hendrix, murder, secret identities, and a switchblade set the stage for this white-knuckle thriller that will leave you sleeping with the lights on. While Susan's husband is away on business, a woman is murdered and a mystery begins to unravel, leaving Susan tangled up with a ruthless con man. A battle of wits ensues and light becomes dark as the tables are turned in a deadly game of cat and mouse — all leading to the classic thriller's chilling conclusion in this new adaptation of the Broadway play that inspired the 1967 Academy Award-nominated film starring Audrey Hepburn.

**JULY 14 – 23**

*A World Premiere about loss and survival. Resilience and renewal.*

*And Hallmark movies!*

**Scarecrow**

*Written and Performed by Heidi Armbruster, Directed by Dina Janis*  
Will the bulls chase her off the property, or will she garden herself into oblivion? *Scarecrow* is one woman's heartwarming and funny look back at the last 33 days of her father's life. A New York City actress lands herself on her family's dairy farm to grieve herself back to life. But can she ever make enough meatloaf to feel a sense of purpose again now that her most important person is no longer on the planet? A rip roaringly hilarious and unbelievably touching journey of roller coasters, kittens, and cows. SO MANY COWS!

**JULY 27 – AUGUST 7**

*A New Concert*

**Back Together Again: The Music of Roberta Flack and Donny Hathaway**

*Featuring Christina Acosta Robinson and Ken Robinson*

Friends since their college days, Roberta Flack and Donny Hathaway soared to the top of the Billboard charts as one of the most cherished and mellifluous duos in music history, recording some of the most adored duets of all time like, "Where Is The Love" and "The Closer I Get To You." Now, Broadway performers, and husband-and-wife, Christina Acosta Robinson and Ken Robinson bring the love together again for a concert of the pair's iconic hits.

**AUGUST 18 – SEPTEMBER 3**

*The World Premiere of a witty Irish drama wrapped in humanity*  
**Thirst**

*By Ronán Noone, Directed by Theresa Rebeck*

Set during Eugene O'Neill's classic *Long Day's Journey Into Night*, failure, denial, and passion roil as two Irish servants and an American chauffeur pass the day in the kitchen of the Tyrone family's residence in 1912. As tensions rise and the past rears its head, a search for love and belonging becomes the search for "home."

**weston**  
THEATER COMPANY

**WESTON THEATER COMPANY**  
*Celebrating the Classics, Nurturing the New*

WESTON THEATER COMPANY'S 86<sup>TH</sup> SEASON  
AT THE PLAYHOUSE & WALKER FARM

**JUNE 22 – JULY 10**

**Shrek the Musical**

Follow Shrek, that lovable, stinky ogre on his quest to save quirky, captivating Princess Fiona. There is something for everyone in this bighearted and fun-packed fairy tale.

**JULY 6 – JULY 30**

**Marry Me a Little**

Sondheim's "songs that got away" breathe life into the yearnings of two single dreamers. A charming and bittersweet musical revue.

**JULY 20 – AUGUST 13**

**Hair**

Let the sunshine in! Celebrate the summer of love with a group of young Americans ready to create a world of harmony and understanding.

**AUGUST 18 – SEPTEMBER 4**

**Steel Magnolias**

The funniest play that will ever make you cry. Through thick and thin, six women form friendships strong as steel - friendships they are forced to lean on when tragedy strikes.

**SEPTEMBER 28 – OCTOBER 23**

**Woody Sez: The Life & Music of Woody Guthrie**

The inspirational story of America's great troubadour. Four performers, playing more than 20 instruments, paint a portrait of a man whose songs brought joy and understanding to generations.

Each magical and exhilarating show offers the unique story of a community uniting against all odds with hope and resilience. For our 86<sup>th</sup> season, we will return to our beloved venues—The Playhouse and Walker Farm—whose stages will be full of big ideas, timeless stories, captivating performances, and endless imagination.

**WALKER FARM MUSIC: SUMMER EDITION**

Enjoy live music from the region's best bands and nationally recognized musicians. **JUN. 11, AUG. 20, AUG. 27, SEPT. 3**

**THE LATE-NIGHT CABARET**

Join Weston company members for an unforgettable hour of music and mayhem. **JUL. 28-29, AUG. 11-12**

**NEW in 2022: "PICK-YOUR-PRICE" SUBSCRIPTIONS**

Weston is dedicated to producing diverse theatrical and cultural events that enrich the lives of our community and the broad region we serve, and we believe theater should be accessible to all who want to experience it. Subscribing has never been simpler or more affordable: **One Subscription. Three Shows. Pick-Your-Price.**

# CLOSING DATES + SIZES

## CLOSING



## MATERIAL DUE



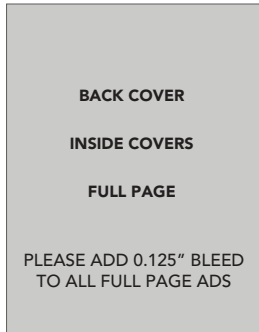
## ISSUANCE



AD RATES	WTC	DTF	BOTH
back cover	\$1560	\$1560	\$2652
inside front cover	\$1560	\$1560	\$2652
inside back cover	\$1560	\$1560	\$2652
full page	\$940	\$940	\$1598
1/2 page	\$553	\$553	\$940
1/4 page	\$345	\$345	\$587

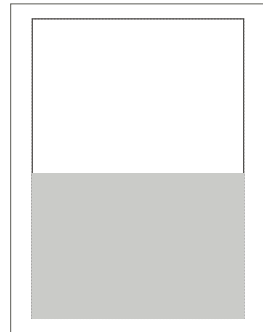
These rates include color! 2022 is the year for you to experience how your ad will look in color vs. black and white.

### FULL PAGE



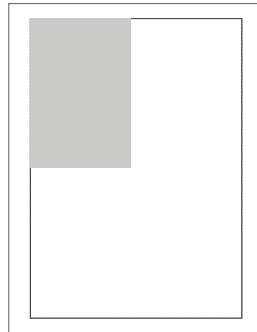
8.5 X 11" (TRIM)

### 1/2 HORIZONTAL



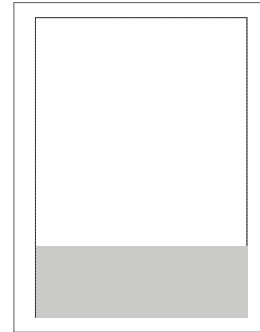
7 x 4.5"

### 1/4 VERTICAL



3.25 x 4.5"

### 1/4 HORIZONTAL



7 x 2"

**EXCITING NEWS!**  
In 2022, the Playbills will be magazine size in a digital format.

PLEASE NAME FILES WITH YOUR BUSINESS NAME AND ISSUE. PLEASE PROVIDE CROP MARKS FOR BLEED ADS ONLY.

## ADVERTISING BENEFITS

### ENTERTAINMENT!

#### DORSET THEATRE FESTIVAL BENEFITS

- Full Page Advertisers: 4 comp tickets to each Main Stage show
- Half Page Advertisers: 2 comp tickets to each Main Stage show
- Quarter Page Advertisers: 1 comp ticket to each Main Stage show

#### WESTON THEATER COMPANY BENEFITS

- Full Page Advertisers: 4 comp tickets to each show
  - Half Page Advertisers: 2 comp tickets to each show
  - Quarter Page Advertisers: 1 comp ticket to each show
- Complimentary tickets are midweek only, and can be redeemed 2 at a time only.

Redeem your comp tickets early for seating availability.

### EXPOSURE!

Advertise in both Playbills for an enhanced reach and to save on your advertising cost.

#### COMBINED REACH

130,000 +/- unique website views  
25,500 +/- mailing lists

### EMPOWERMENT!

Your ad in these local playbills help support the education and outreach programs that bring the arts to thousands of local school children each year.

PLEASE SEND PAYMENT TO: Old Mill Road Media, PO Box 900, Arlington, VT 05250

2022 Playbills will be in a digital format. Ask me for a demo!

## SUBMITTED ADS

Please submit ads as high-resolution PDF, CMYK, 300dpi. Advertising rates are based on receiving your ad electronically, camera ready; additional production work including typesetting, scanning, resizing, reverse ads, screens, and bleed ads will be charged to the advertiser at prevailing rates. Old Mill Road Media is not responsible for the quality of supplied photos and art.

Payment must accompany all advertising materials/contract. Invoices will be sent directly from Old Mill Road Media. All payments must be received by **May 15** in order to assure that your ad will run. Checks should be payable to Old Mill Road Media. Visa/MC accepted.

### CONTRACT & COPY REGULATIONS

**No cancellations will be accepted after closing date.** The Publisher reserves the right to reject any and all advertising. All advertising is subject to Publisher's approval and agreement by the advertiser to indemnify and protect the Publisher from loss or expense on claims and suits based on subject matter of such advertisements. Regarding copy changes, advertisers under contract will have prior ad run unless advertising offices are notified of changes by closing dates. The Publisher assumes no liability for errors in ads or, for any reason, the omission of an advertisement. Liability for errors for which the Publisher may be found legally responsible cannot exceed the cost of the space.

For payment arrangements, please call Angie at: 802-362-3535

# RATES + RESERVATION FORM

Contract Information

Billing Information (if different)

Advertiser \_\_\_\_\_

\_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact person \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

\_\_\_\_\_

Please check the publication(s) you would like to advertise in:

- My ad is to run only in the Weston Playbill
- My ad is to run only in the Dorset Theatre Playbill
- My ad is to run in BOTH of the above

**REACH 2 TIMES  
THE AUDIENCE!**

**Advertise in Weston Theater Company  
and Dorset Theatre Festival playbills at  
discounted rates!**

Please check the ad size you would like:

AD SIZE	WTC ONLY	DTF ONLY	DISCOUNT RATE FOR BOTH
<input type="radio"/> back cover	\$1560	\$1560	\$2652
<input type="radio"/> inside front cover	\$1560	\$1560	\$2652
<input type="radio"/> inside back cover	\$1560	\$1560	\$2652
<input type="radio"/> full page	\$940	\$940	\$1598
<input type="radio"/> half page	\$553	\$553	\$940
<input type="radio"/> quarter-page vertical	\$345	\$345	\$587
<input type="radio"/> quarter-page horizontal	\$345	\$345	\$587

**THESE RATES INCLUDE COLOR! 2022 IS THE YEAR FOR YOU TO EXPERIENCE HOW YOUR AD WILL LOOK IN COLOR VS. BLACK AND WHITE.**

We prefer to receive camera-ready advertising material. If you would like us to prepare your ad, see copy below. Check the appropriate box that applies to your ad:

- Ad to remain exactly the same as 2021
- New ad, correctly sized in camera-ready art form, to be emailed to kim@oldmillroadmedia.com
- Please produce. Ad materials to be emailed to kim@oldmillroadmedia.com. A \$45 fee will be remitted.

**CONTRACT/PAYMENT:** Payment must accompany all advertising materials/contract. Invoices will be sent directly from Old Mill Road Media. All payments must be received by **May 15** in order to assure that your ad will run. Checks should be payable to Old Mill Road Media. Visa/MC accepted.

**SEND PAYMENT TO:** Old Mill Road Media, PO Box 900, Arlington, VT 05250

**For payment arrangements, please  
call Angie at: 802-362-3535**