

Marketing Opportunities for Renters Palm Beach State Eissey Campus Theatre

Listed below are the marketing services available for all Eissey Campus Theatre renters. If you have questions, please contact Nancy Denholm, Theatre Director at 561-207-5905. Services are for performances scheduled at the Eissey Campus Theatre only. Services are subject to the approval of the theatre director.

FREE MARKETING PROVIDED

Brochure Counter – brochures and/or flyers, provided by the renter, may be placed on the lobby information counter

Posters – 24” x 40” maximum size may be displayed in lobby in glass cases pending available space

Lobby TV Promotion – slide promoting your show will run on lobby TVs one-two weeks before your event at all performances – photo required

Theatre Website Calendar of Events – all events are listed on the theatre website – requires completed marketing form and photo provided by renter www.eisseycampustheatre.org

Calendar of Events – a bi-monthly calendar is printed and distributed at the theatre

LED sign - Event listed on Campus Drive sign at least one week before event

Email to Media – Bi-monthly email sent to the media listing all events and press contact

OTHER MARKETING SERVICES

Mailing list purchase - \$50 for a set of labels – available after rental contract signed – approximately 6000 names – can be broken down by zip code. Allow one week.

Program Advertising in *Arts in the Gardens* Program (3500 copies distributed Jan-April) is printed in November each year. Color and special placement may be available at a higher rate.

\$175 – ½ page B/W ad

\$295 – full page B/W ad

Email Blasts - \$50 per blast – maximum one per event to approx 700+ names. Blast date to be coordinated with theatre ticket office. Renter must provide email ready to forward at least one week prior to the date of distribution. Email design subject to approval by the ticket office.

Advertising Packages:

\$250 – ½ page ad in program **plus** two email blasts (see email guidelines above)

\$370 – full page ad in program **plus** two email blasts (see email guidelines above)