2014-15 MEDIAKIT

BRING OUR AUDIENCE
TO YOUR ENTERPRISE.

MAINSTAGE SEASON EST. 1997 THE FUN COMPANY EST. 1995

THE ENSEMBLE SCHOOL EST. 1995 THE COMEDY PIGS EST. 1993

Maryland Ensemble Theatre • 31 W Patrick St. Frederick MD 21701 • 301-694-4744 • marylandensemble.org

THE LARGEST PRODUCING NON-PROFIT THEATRE COMPANY IN FREDERICK
VOTED FREDERICK'S BEST THEATRE GROUP - FREDERICK MAGAZINE 2014

Maryland Ensemble Theatre, located in historic downtown Frederick, is a 501(c)3 non-profit professionally operated and artistically accredited arts organization that has enriched and entertained more than half a million people since 1993.

The MET produces thought-provoking theatre, fun family entertainment, theatre camps and classes, artist residency programs for public schools, and numerous special events. Through our wide-ranging work and prolific programming our reach expands to all demographics. Advertising with MET enables you to reach out to active members of the community and it affiliates you with one of the cultural leaders in that community.

IN MD EVERY $1 OF AN ARTS ORGANIZATIONS' OPERATING BUDGET GENERATES $3.64 IN TOTAL ECONOMIC ACTIVITY (MD ARTS COUNCIL). WITH AN OPERATING BUDGET OF ROUGHLY $400,000 THE MET WILL PRODUCE AROUND $1,500,000 IN ANCILLARY SALES FOR LOCAL BUSINESSES THIS YEAR.

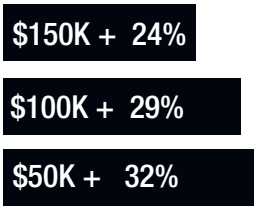
MORE THAN 20,000 PEOPLE SAW A SHOW OR

PARTICIPATED IN A MET PROGRAM IN 2013!

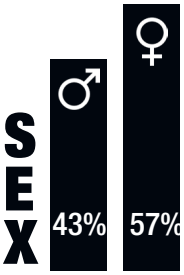
LAST YEAR ALONE THE MET PRODUCED OVER 200 EVENTS INCLUDING:
96 Mainstage Performances • 24 Fun Company Performances • 24 Comedy Pigs Performances • 34 MET-X Performances • 13 Two Week Fun Camps • 6 Twelve Week Ensemble School Classes • 24 Touring performances • 6 Performances of our FCC Community Collaboration • 6 Twelve Week In-School Productions Programs & Numerous Special Events Including Retro Prom & A Christmas Carol

AUDIENCE DEMOGRAPHICS= AFFLUENT+YOUNG+ACHIEVERS

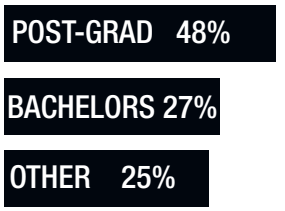
HOUSEHOLD INCOME



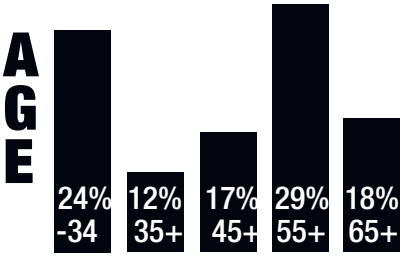
SEX



EDUCATION



AGE



MAINSTAGE PLAYBILL ADVERTISING

6 MAINSTAGE PLAYBILLS • 6 OPPORTUNITIES TO REACH OUR AUDIENCE
PICK A SHOW OR ADVERTISE IN ALL 6 AND SAVE UP TO $500.

Maryland Ensemble Theatre's 17th Mainstage season will run from September 2014 through June 2015. All 6 Mainstage shows run for 16 performances over four weeks, every Thursday through Sunday. With 96 performances over the course of 10 months it is our most consistently high profile program generating 100,000 in revenue each season.. We print 1,500 copies of each of the 6 professionally produced 20 page Mainstage Playbills.

Full Page Playbill Ad 5" x 8" Color
Season Ad (6 Playbills) - Inside Front/Back Cover $1,250 | Back Cover $1,500

Full Page Playbill Ad 5" x 8" B&W
Individual Playbill Ad $250 | Season Ad (6 Playbills) $1,000 (Save $500!)

Half Page Playbill Ad 5" x 3.9" B&W
Individual $150 | Season (6 Playbills) $600 (Save $300!)

1/4 Page Horizontal (5" x 1.9") B&W | Vertical (2.4" x 3.9") B&W
Individual $75 | Season Ad (6 Playbills) $300 (Save $150!)

MAINSTAGE 2014-15 SEASON

CLYBOURNE PARK By Bruce Norris • 2011 Pulitzer Prize for Drama
TWELFTH NIGHT By William Shakespeare • The Bard's Comic Masterpiece
A REVOLUTIONARY CHRISTMAS By Reiner Prochaska • A World Premiere
THE ELEPHANT MAN By Bernard Pomerance • 1979 Tony Award Best Play
THE ARSONISTS By Max Frisch Translated by Alistair Beaton • German Masterpiece
GOOD PEOPLE By David Lindsay-Abaire • 2011 NY Drama Critics' Circle Best Play

Matt Lee in
The Arsonists
April 2015

A CHRISTMAS CAROL DECEMBER 18-21 • WEINBERG CENTER FOR THE PERFORMING ARTS

Celebrating over 20 years as a holiday tradition in downtown Frederick, the show is attended by over 3,000 people in 3 days and offers a great opportunity to introduce our audience to your holiday shoppers.

Full Page Playbill Ad 5" x 8" Color
Individual Playbill Ad $200

Half Page Playbill Ad 5" x 3.9" Color
Individual $100

THE COMEDY PIGS OVER 20 YEARS AS THE REGION'S PREMIER IMPROV TROUPE

The Comedy Pigs will perform 26 shows at MET this coming season adding to their more than 500 performances since they debuted in 1993. They attract a great younger late night crowd.

Full Page Playbill Ad 5" x 8" Color
Season Playbill Ad (26 Shows) $300

Half Page Playbill Ad 5" x 3.9" Color
Season Playbill Ad (26 Shows) $200

THE FUN COMPANY MET'S FAMILY THEATRE

The Fun Company is entering its most exciting and ambitious year ever with an expanded 5 show season and a brand new performance venue. The full season will run from September through June. We print the Fun Company Playbill in-house, sometimes over 1,000 copies a show.

Full Page Playbill Ad 5" x 8" Color
Individual Playbill Ad $150
Season Ad (5 Playbills) $500 (Save $250!)

Half Page Playbill Ad 5" x 3.9" Color
Individual $100 |
Season (5 Playbills) $350 (Save $150!)

THE FUN COMPANY 2014-15 SEASON

STELLALUNA Adapted by Saske Janse from the book by Janell Cannon
JUNIE B. JONES IN JINGLE BELLS BATMAN SMELLS by Allison Gregory from Barbra Park's book
THE LITTLE PRINCE Adapted by Rick Cummins and John Scoullar
THE LITTLE MERMAID Adapted by Devin Gaither
A WISH COME TRUE A World Premiere by Catilyn Joy

MARYLAND ENSEMBLE THEATRE ADVERTISING AGREEMENT

Ad Sizes: All Full Page Ads - 5” x 8” • All Half Page Ads - 5” x 3.9”
1/4 Page Vertical Ads- 2.4” x 3.9” • 1/4 Page Vertical Ads- 2.4” x 3.9”

Artwork: All artwork should be 300 dpi.
Camera Ready Materials must be submitted electronically as a hi-res PDF.
Non-Camera-Ready Materials can be jpg, tif, png submitted in a single email with text.

Deadlines All Full Season Ads are due September 1.
All individual show ads are due 3 weeks prior to the first performance.

Submitting: All ads should be emailed to Lorrie Lee at llee@marylandensemble.org.

MAINSTAGE SEASON (6) ADS

- ☐ $1,500 Back Cover (color)
- ☐ $1,250 Inside Cover (color)
- ☐ $1,000 Full Page (b/w)
- ☐ $600 Half Page (b/w)
- ☐ $300 1/4 Page Horizontal (b/w)
- ☐ $300 1/4 Page Vertical (b/w)

MAINSTAGE SHOW (1) AD

- ☐ $250 Full Page (b/w)
- ☐ $150 Half Page (b/w)
- ☐ $75 1/4 Page Horizontal (b/w)
- ☐ $75 1/4 Page Vertical (b/w)

Show:_____

CHRISTMAS CAROL (color)

- ☐ $200 Full Page
- ☐ $125 Half Page

THE FUN COMPANY (color)

- ☐ $500 Full Page Season (5)
- ☐ $150 Full Page Individual (1)
- ☐ $350 Half Page Season (5)
- ☐ $100 Half Page Individual (1)

Show:_____

THE COMEDY PIGS (color)

- ☐ $300 Full Page
- ☐ $200 Half Page

Notes:

I understand that the total fees for the purchased ad(s) are: $_____. ☐ Send me an invoice.

Payment: Checks should be made payable to Maryland Ensemble Theatre.

To pay with a credit card call Lorrie Lee at 301-694-4744.

Company: _____ Contact: _____

Address: _____

Telephone # _____ Email: _____

Signature: _____ Date: ____ /____ /_____

Return agreement to Maryland Ensemble Theatre (Attention: Lorrie Lee), 31 W. Patrick St. Frederick MD 21701
an invoice will be sent to you from MET following the receipt of your agreement unless returned with payment.