

VASSAR & NEW YORK STAGE AND FILM PRESENT

POWERHOUSE THEATER

June 13, 2011

Dear Potential Advertiser,

The Powerhouse Theater, a unique collaboration between Vassar College & New York Stage and Film, has been a leading arts organization in the Hudson Valley since 1985. Over the years Powerhouse has developed and/or premiered such plays as *Honour*, *Snakebit*, *Current Events*, and the Tony Award-winning *Tru*, *Side Man*, as well as John Patrick Shanley's Tony- and Pulitzer-winning and Oscar nominated, *Doubt*.

Powerhouse Theater's 27th season is scheduled from June 24 – July 31 and will feature more than 20 different offerings.

Once again we are seeking your continued support with an advertisement in our production playbills. The Powerhouse season welcomes more than 8,500 Hudson Valley residents and visitors to its varied performances of plays and musicals in all stages of development. All of our patrons receive our playbill where there are opportunities to advertise your business or service to a captive audience, an audience that appreciates knowing there are others like them who find the arts worthy of their time and money.

The vitality and growth of local arts and cultural institutions are essential to the healthy development of our community and its quality of life. According to an *Americans for the Arts* study, the "nonprofit arts and culture industry generates \$166.2 billion in economic activity every year—\$63.1 billion in spending by organizations and an additional \$103.1 billion in event-related spending by their audiences." In our local community arts organizations contribute significantly to the economy by bringing in new audiences, employees, students and general patrons of the arts.

Enclosed is all the information you will need to support the arts in your community. We cannot do this without you! Remember that with your advertisement in our playbill you will receive two tickets to one of the two Mainstage plays.

Sincerely,

Edward Cheetham
Producing Director

VASSAR & NEW YORK STAGE AND FILM PRESENT
POWERHOUSE THEATER
27TH SEASON
JUNE 24 –JULY 31, 2011

2011 Season Playbill Advertisement Contract: INSERT

Company Name : _____

Contact Name : _____ e-mail address _____

Company Address : _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Please reserve **Full Page** (7 1/2" h x 4.5") @ \$600

Please reserve **Half Page** (3 1/2" h x 4.5") @ \$400

Please reserve **Quarter Page** (3 1/2" h x 2") @ \$200



Check all boxes that apply:

New ad

I am renewing the same ad as last year

Payment and camera ready art enclosed

Payment and Camera ready art to be forwarded by June 24.

Trade (subject to availability and applicability. Call 845 437-5902)

Please contact me to make arrangements to design my ad (A small fee will be added to your total)



Signature : _____ Date : _____

Reservation Deadline: 1st come 1st serve basis / Copy Deadline: June 24, 2011

When submitting .pdf or .eps files all text must be converted to outlines. This will insure your font style will be used. Thank you.

PLEASE COMPLETE CONTRACT AND MAIL OR FAX TO:

Powerhouse Theater at Vassar College

Box 225

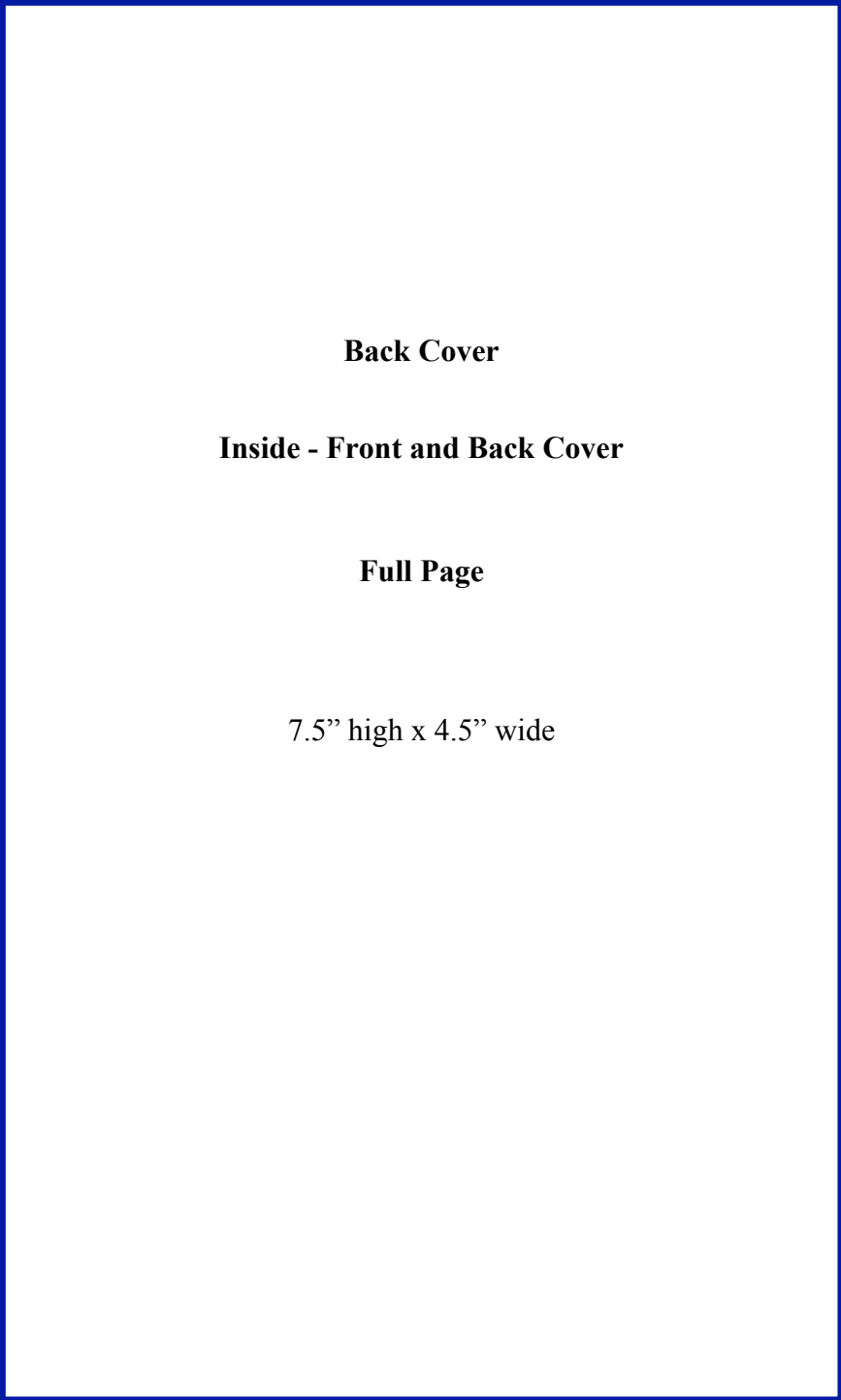
Poughkeepsie, NY 12604

(845) 437-5907 (845) 437-7209 fax

Attn: Mary Decker

e-mail: madecker@vassar.edu

Powerhouse Theater 2011 Season Playbill Advertisement Dimensions

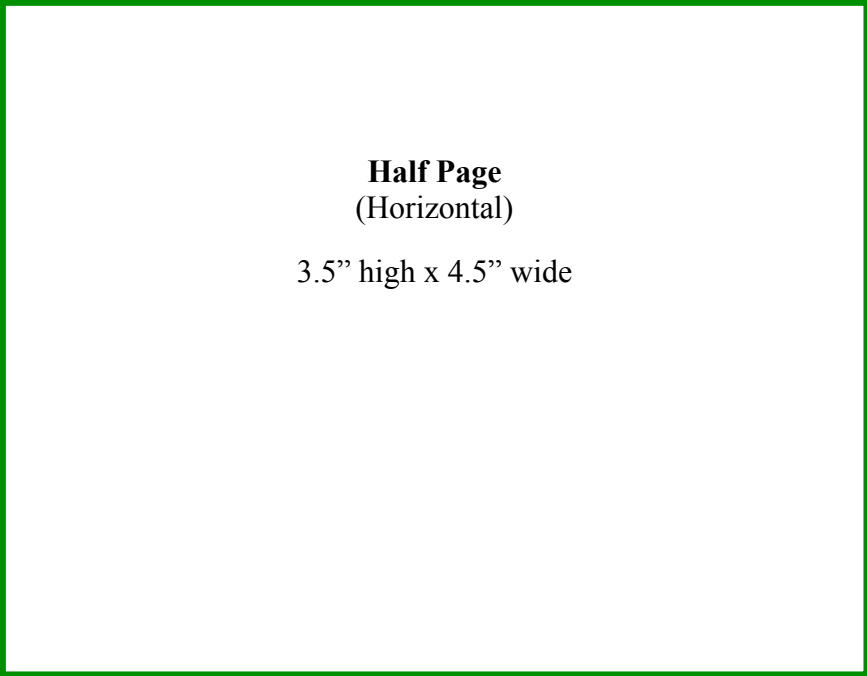


Back Cover

Inside - Front and Back Cover

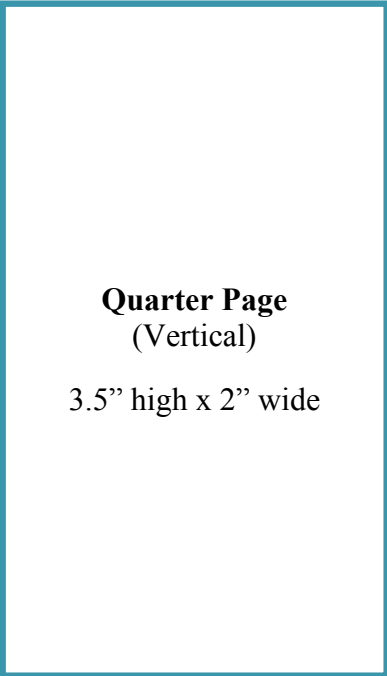
Full Page

7.5" high x 4.5" wide



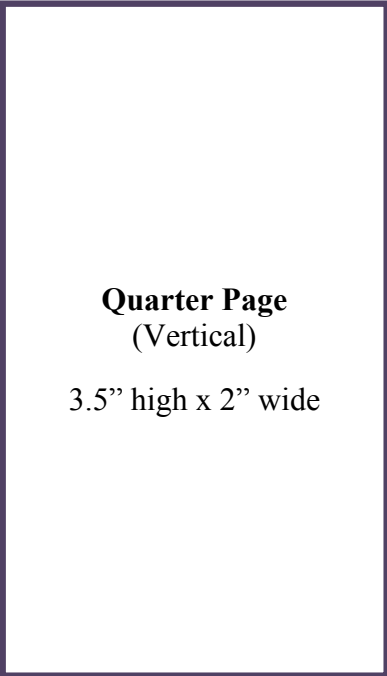
Half Page
(Horizontal)

3.5" high x 4.5" wide



Quarter Page
(Vertical)

3.5" high x 2" wide



Quarter Page
(Vertical)

3.5" high x 2" wide