

SELL \$75 in ADVERTISING AND GET ONE FREE TICKET
SELL \$675 in ADVERTISING AND GET ONE FREE SUBSCRIPTION

Dear Volunteer,

Thank you so much for doing your part to help New Rep acquire new advertisers in our program. We are thrilled to have your support!

Advertising is just one way that New Rep can earn funds that support our programming, which includes the great work you see in our Mainstage and Downstage @ New Rep shows each season. It also supports our education and outreach programs like New Rep On Tour, which reaches over 14,000 students at 50 schools each season with curriculum-based plays.

To help us get program advertisers, we've created a rewards program for our volunteers. Here's what you need to do:

- 1) Sign up as a volunteer by contacting Mark W. Soucy at ads@newrep.org or by calling 617-923-7060 x203.
- 2) Create a list of local businesses that you plan on visiting and submit to Mark W. Soucy for approval. Out of respect for our local businesses, this is very important, so that we can let you know if another volunteer or staff member has already approached that business recently. Current and renewing New Rep advertisers are excluded from this offer.
- 3) Once approved, you can approach each business on your list with the attached materials – make sure to sign the cover letter and legibly write your name at the bottom of the ad contract on the line provided.
- 4) Ad contracts and payments should be mailed by the business directly to New Repertory Theatre.
- 5) Once payments are received, we will notify you about receiving your rewards.

For each \$75 in advertising revenue received by New Repertory Theatre, the soliciting volunteer shall receive one complimentary ticket to a performance in the 2009-2010 Season.

In other words, if you sell one half-page to be placed in all nine shows of the 2009-2010 Season (\$699 on the attached rate card) – you can opt for one ticket to each of the nine productions or you can opt for nine tickets to one production and bring a group of friends.

Please make sure you contact me at 617-923-7060 x203 with any questions and to sign up.

Thank you for your support!

Warm regards,
Mark W. Soucy



Administrative Office & Mailing Address
200 Dexter Avenue
Watertown, MA 02472

617 923 7060 BUSINESS
617 923 8487 BOX OFFICE
617 923 7625 FACSIMILE
info@newrep.org
www.newrep.org

Kate Warner
Artistic Director

Harriet Sheets
Managing Director

Dear Friend:

I am writing to seek your support of our local award-winning New Repertory Theatre by placing an ad in the company's 2009-2010 Season program. As an active volunteer to New Rep, I am aware of the important work it does in this community, especially the professional theatre performances that it tours to more than fifty Massachusetts Schools each season.

A program ad is a great way to enjoy some excellent marketing benefits. You'll also show your support for the arts in our community, help with the development of new plays and new artists, and ensure that outstanding educational and outreach programs are made available to everyone.

All the materials you need are enclosed in this envelope. It will be wonderful to showcase the many businesses in our community to all of New Rep's patrons, so I hope you will support this worthwhile cause by taking out an ad today. Please contact Mark W. Soucy at 617-923-7060 x203 and he'll be happy to help you with any questions.

I hope to see you at the theatre!

Most sincerely,

New Rep Volunteer

BOARD OF DIRECTORS
Michael McCay, *Chair*
Daniel Newton, *Vice Chair*
Marcy Crary,
Immediate Past Chair
Bonnie Clendenning Snyder,
Treasurer
A. W. Chip Phinney, *Clerk*

Lillian Sober Ain
Carol Fischman
Nancy Fisher
Connie Fitzgerald
Virginia Inglis
Jodi Goodman Kahn
Chris Klaehn
BJ Krintzman
Shari Malyn
Chris Meyer
Joan Parker
Barbara Rosenbaum
Miriam Gillitt Winer

Stanley B. Kay,
General Counsel

ADVISORY BOARD
Dan Salera, Chair
James Bourdon
Gregory E. Bulger
Diane DiCarlo
Richard Dix
Thomas Elkind
Chris Flynn
Ralph Fuccillo
Margo Howard
H. Peter Karoff
Ted Kurland
Stephen Lorch
Charlie Marz
Peter Nessen
Elizabeth Pozen
Mary Rivet
Stuart Sadick
Richard Walker
Curtis Whitney

new rep

Program Advertising Information and Rates

Exceptional value for your advertising dollar!

Our audiences read our programs, which include information about the cast, the company, and the play, as well as program notes that are helpful, educational, and often amusing. They also look for places in the area to dine and shop. When you advertise in the New Rep's program for a full season, **your ad will be seen by more than 40,000 attendees.**

Ad Size and Rates



Full Page

4.5" x 7.625"

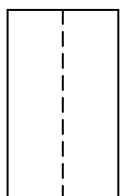
Full Season of 9 Plays:	\$1999
6 Mainstage Only:	\$1699
1 Mainstage Only:	\$300
3 Downstage Only:	\$499



Half Page/Horizontal

4.5" x 3.375"

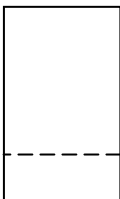
Full Season of 9 Plays:	\$1299
6 Mainstage Only:	\$1099
1 Mainstage Only:	\$200
3 Downstage Only:	\$379



Half Page/Vertical

2.25" x 7.625"

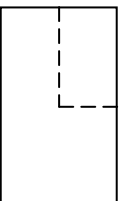
Full Season of 9 Plays:	\$1299
6 Mainstage Only:	\$1099
1 Mainstage Only:	\$200
4 Downstage Only:	\$379



Quarter Page/Horizontal

4.5" x 1.6875"

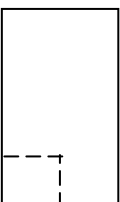
Full Season of 9 Plays:	\$699
6 Mainstage Only:	\$589
1 Mainstage Only:	\$150
3 Downstage Only:	\$239



Quarter Page/Vertical

2.25" x 3.375"

Full Season of 9 Plays:	\$699
6 Mainstage Only:	\$589
1 Mainstage Only:	\$150
3 Downstage Only:	\$239



Eighth Page

2.25" x 1.6875"

Full Season of 9 Plays:	\$399
6 Mainstage Only:	\$329
1 Mainstage Only:	\$75
3 Downstage Only:	\$159

Business Listing

List your business name,

Address and phone #

Full Season of 9 Plays:	\$149
6 Mainstage Only:	\$119
1 Mainstage Only:	\$50
3 Downstage Only:	\$69

Quick Facts about New Rep

Mainstage Season Facts

Seats: 340
 Plays per season: 6
 (Including 1 special holiday production: *Charles Dickens' Christmas Carol*)
 Performances per week: 7
 Weeks per play: 3

Downstage Season Facts

Seats: 90
 Plays per season: 3
 (Including 1 special holiday production: *The Santaland Diaries*)
 Performances per week: 6
 Weeks per play: 3

Since the 2004-2005 Season, New Rep has experienced **exponential growth!** About 1,200 people per week for about 35 weeks of the year sit in our audience, read our program, and **see your ad!**

Information about our audience members:

94% have a Bachelor's Degree or higher

59% are between the ages of 45 and 64

70% are female

71% are married or partnered

48% have an annual household income of at least \$100,000

The majority of our audience members are homeowners.

New Rep attracts a **culturally diverse audience** that includes many Jewish, African-American, and Asian-American theatergoers.

New Rep serves some of the most affluent towns in Massachusetts. Our audiences hail from all over eastern Massachusetts, with a majority residing in: Boston, Brookline, Cambridge, Lexington, Needham, Newton, Wellesley, West Roxbury, Waltham, Watertown, and Weston.

Advertising Copy: The advertiser agrees to provide new Repertory Theatre with advertising copy in an electronic file (eps, pdf, or jpeg), accompanied by a hard copy for reference. The cost(s) for preparation of advertising, such as typesetting, halftones, mechanicals and related advertising artwork are considered additional charges and are the responsibility of the advertiser. Payment must accompany space reservation. First program deadline is August 1, 2009.

NEW REPERTORY THEATRE

200 Dexter Avenue, Watertown, MA

PHONE: (617) 923-7060 x203

FAX: (617) 923-7625

ADVERTISING CONTRACT

ADVERTISER

Represented by:

Title/Position:

Address:

City/State/Zip:

Telephone:

Email:

Run of Paper Size (in inches)	Full Page	Half Page	Quarter Page	Eighth Page	Business Listing
HORIZONTAL	4.5" x 7.625"	4.5" x 3.375"	4.5" x 1.6875"	2.25" x 1.6875"	
VERTICAL		2.25" x 7.625"	2.25" x 3.375"		

Pricing

ALL 9 PLAYS	\$1999	\$1299	\$699	\$399	\$149
6 MAINSTAGE	\$1699	\$1099	\$589	\$329	\$119
1 MAINSTAGE	\$300	\$200	\$150	\$75	\$50
3 DOWNSTAGE	\$499	\$379	\$239	\$159	\$69

AGREEMENT: The authorized representative (the undersigned) hereby contracts with the New Repertory Theatre, Watertown, for the publication of advertising space in _____ Program Booklets and agrees to pay New Repertory Theatre the total that appears below.

ADVERTISING CONTRACT: The advertising contract is for _____ consecutive publications of Program Booklets beginning _____ and Ending _____ and cannot be changed, altered or canceled without the expressed written consent of the New Repertory Theatre. Copy, text, and illustrations are subject to New Repertory Theatre's approval. Advertisements are accepted on the representation and warranty that the advertiser and/or its agency are authorized to publish the copy submitted, that the facts stated are true and correct, that there will be no libel and/or invasion of privacy and no infringement of any trademark, copyright, or other intellectual property right. The advertiser and/or its agency will indemnify and hold harmless the New Repertory Theatre from any loss, damage, or expense resulting from any claims or suits that may arise out of the publication of said advertisement.

ADVERTISING COPY: The advertiser agrees to provide the New Repertory Theatre with artwork on disk no later than August 31, 2009. It is further understood the above prices reflect charges for contracted advertising space only. The cost(s) for preparation of advertising, typesetting, halftones, mechanicals, and related advertising artwork are all considered additional charges and, as such, are the responsibility of the advertiser. PAYMENT MUST ACCOMPANY SPACE RESERVATION BY August 25, 2009.

PROGRAM ADVERTISING: \$

TOTAL COST: \$

Advertiser - Authorized Signature _____

Title: _____

Date: _____

Payment

____ Check (enclosed)

____ Credit Card no. _____ Exp. Date _____ CVV code _____

NOTE: Sign and retain one copy for your records and return the other to:
 Mark W. Soucy, New Repertory Theatre, 200 Dexter Ave, Watertown, MA 02472
 Phone: (617) 923-7060 x203 ~ Fax: (617) 923-7625 ~ E-mail: marksoucy@newrep.org

Volunteer _____