



Molly Smith, Artistic Director
Edgar Dobie, Managing Director

www.arenastage.org

ATTENDANCE BY SEASON

2006/07: 185,000
2007/08: 190,000
2008/09: 200,000

AUDIENCE DEMOGRAPHICS

Age:

Under 35: 13%
35 to 44: 12%
45 to 54: 23%
55 to 64: 30%
65 and over: 22%
Mean: 53

Gender:

Male: 39%
Female: 61%

Area of Residence:

Maryland: 37%
Virginia: 37%
District of Columbia: 21%
Outside metropolitan area: 5%

Household Income:

\$0 to \$34,999: 6%
\$35,000 to \$54,999: 8%
\$55,000 to \$74,999: 12%
\$75,000 to \$99,999: 14%
\$100,000 to \$149,999: 27%
\$150,000 to \$199,999: 15%
\$200,000 or more: 18%
Mean: \$105,800

Highest Level of Education Completed:

Less than high school degree: 2%
High school degree: 3%
Some college: 8%
College degree: 21%
Some graduate school: 12%
Graduate/Professional degree: 54%

2009/10 SEASON (6 productions!)

The Quality of Life

Ad Deadline: 8/14/09

The Fantasticks

Ad Deadline: 10/23/09

Stick Fly

Ad Deadline: 12/14/09

The Light in the Piazza

Ad Deadline: 2/12/10

Duke Ellington's

Sophisticated Ladies

Ad Deadline: 3/12/10

R. Buckminster Fuller:

THE HISTORY (and Mystery) OF THE UNIVERSE

Ad Deadline: 4/30/10

ADVERTISING RATES

ABCs: First line \$40, others \$20 each (\$100 minimum)

Quarter Page (2.875 x 4.375h): \$450

Half Page (6 x 4.375h): \$750

Full Page trim size 6.75 X 9.75h.
please add .25" for full bleed.
live area 6.25 x 9.25 : \$1,200

Inside Back Cover trim size 6.75 X 9.75h.
please add .25" for full bleed.
live area 6.25 x 9.25 : \$1,650

Inside Front Cover trim size 6.75 X 9.75h.
please add .25" for full bleed.
live area 6.25 x 9.25 : \$1,725

Back Cover trim size 6.75 X 9.75h.
please add .25" for full bleed.
live area 6.25 x 9.25 : \$1,800

2-page spread trim size 13.5 X 9.75h.
please allow .4" for gutter and
add .25" for full bleed.
live area 12.5 x 9.25 : \$2,550

2-page center spread trim size 13.5 X 9.75h.
please add .25" for full bleed.
live area 12.5 x 9.25 : \$3,150



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2009/10 Advertising Contract

Advertiser: _____

Legal Company Name: _____

Contact: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Web Site: _____

Make checks payable to and mail to:

Arena Stage
Attn: Program Advertising
1101 6th St, SW
Washington, DC 20024

Or pay via credit card:

VISA MasterCard American Express

Name on Card: _____

Card Number: _____

Expiration Date: _____ CCV: _____

Billing Zip Code: _____

Signature: _____

The undersigned hereby authorizes and directs Arena Stage to publish advertising in the issues and programs specified below pursuant to the terms and conditions set forth below. Arena Stage agrees to run an advertisement for the aforementioned Advertiser as set forth below. All payments are due within thirty days of publication for returning advertisers. For first time advertisers, payment is due when artwork is due. Please make checks payable to Arena Stage. Content of ad is subject to approval by Arena Stage. Arena Stage reserves the right not to print the advertisement for failure to receive ad copy by the Material Due Dates provided by Arena Stage. If the required production materials are not supplied by Advertiser, then Advertiser will be charged for Arena Stage creating the necessary material(s). Mechanical reproductions and specifications are indicated on the attached specifications page. Liability for mistakes is limited to amounts paid hereunder. Any amounts past due shall be non-assignable and non-cancelable. Any amounts past due shall be subject to interest at the rate of 1.5% per month or the maximum legal rate of interest allowed by law. The parties signing below warrant and represent that they have the authority to enter into this agreement.

The undersigned parties enter into this agreement on this _____ day of _____, 20__

Print Name: _____

Advertiser Authorized Signature: _____

Title: _____

Arena Stage Authorized Representative: _____

Fax: 202-488-4056

2009/2010 Rates & Deadlines

Production	ABCs	1/4 Page Black/white	1/2 Page Black/white	Full Page Black/white	Inside Back Cover	Inside Front Cover	Outside Back Cover	2-Page Spread	2-Page Center Spread
<i>The Quality of Life</i> Ad Deadline: 8/14/09	<input type="checkbox"/> \$100 (\$100 minimum)	<input type="checkbox"/> \$450	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,725	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$3,150
<i>The Fantasticks</i> Ad Deadline: 10/23/09		<input type="checkbox"/> \$450	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,725	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$3,150
<i>Stick Fly</i> Ad Deadline: 12/14/09		<input type="checkbox"/> \$450	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,725	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$3,150
<i>The Light in the Piazza</i> Ad Deadline: 2/12/10		<input type="checkbox"/> \$450	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,725	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$3,150
<i>Sophisticated Ladies</i> Ad Deadline: 3/12/10		<input type="checkbox"/> \$450	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,725	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$3,150
<i>R. Buckminster Fuller:</i> Ad Deadline: 4/30/10		<input type="checkbox"/> \$450	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,725	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$3,150