

6 Great Reasons Why You Should Advertise in our 2018 Summer Playbill

- 1. Reach a desirable, captive audience of over 4,000 patrons over the course of our summer season!** Theatre playbills are keepsakes that are typically read cover-to-cover. Your ad will be seen by a highly desirable demographic group of potential customers per show!
- 2. Who Are Theatre-goers and playbill readers?** Median age: 44 Annual Income: (household average) \$119,150/yr. Investments: 85% own investments Automobiles: 69% own two or more cars Dining Out: 78% dine out before or after the theatre Occupation: 68% Professional, Managerial and Executive Time spent reading theatre playbills: In theatre: 10 min./At home: 11 min.
- 3. High-quality advertising** because of first-rate printing and complimentary full color printing. Also, ad space is limited so your company will not get lost in a cluttered, over sold publication.
- 4. Enjoy a measure of goodwill that you can't get from other forms of advertising!** Our patrons, company members and trustees recognize that Playbill advertisers provide vital support to the Greater Ocean City Theatre Co. and reward those companies with their patronage and business. In addition, your advertising dollars directly support the artistic and educational programs of a theatre that generates tourism, cultural value and local economic activity.
- 5. Geographic reach!** The theatre's audience is drawn from throughout Greater Delaware Valley region and is made up of "local residents" and visitors to America's Greatest Family Resort.
- 6. For one low price** your ad will appear in **both** of our Summer 2018 Broadway Musicals! Special incentive....If you turn in your payment and artwork by May 11, 2018 your ad will be included in the playbill for BROADWAY ON THE OC BOARDWALK taking place at the Music Pier on June 27, 2018.



The Greater Ocean City Theatre Company is a 501(c)3 not-for-profit theatre dedicated to promoting professional Broadway style musical theatre and educational arts opportunities for youth.

2018 Summer Playbill Advertising Order Form
Deadline for all Ad Copy is June 18, 2018

Business: _____

Contact Name: _____

Phone: _____

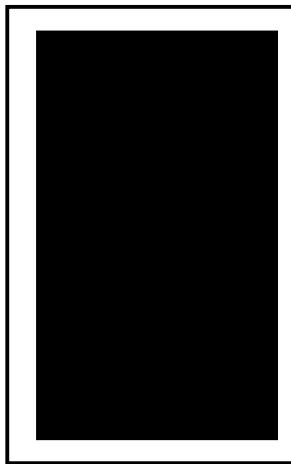
Email: _____

Address: _____

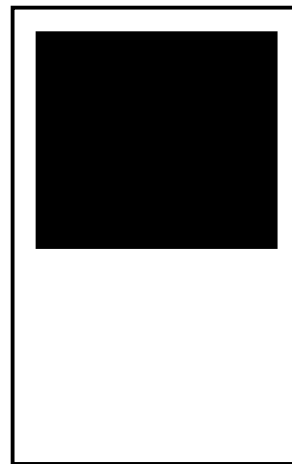
Remember: Two Great Shows, One Great Price!

Circle one: Full Page Color Ad \$500 Half Page Color Ad \$250

Please email your camera-ready ad to info@oceancitytheatrecompany.com



Full Page Color
5" wide X 8" high



Half Page Color
5" wide X 3 3/4" high

Mail this form, check and a copy of your ad to:
Ocean City Theatre Company, 1501 West Avenue, Ocean City, NJ 08226

Please make checks payable to Ocean City Theatre Company

Final deadline for ALL ad copy is June 18, 2018.

Remember if you turn in your ad copy and payment by May 11 your ad will appear free of charge in our Broadway on the OC Boardwalk Playbill!

Questions? Call 609-398-1118 or email info@oceancitytheatrecompany.com

Thank you in advance for your support!!!