

## **6 Great Reasons Why You Should Advertise in our 2023 Summer Playbill**

- 1. Reach a desirable, captive audience of over 3,500 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 our Summer 2023 Mainstage Musical *The Wizard of Oz* for TWO WEEKS!!!



*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.*

**2023 Summer Playbill Advertising Order Form**  
**Deadline for all Ad Copy is June 23, 2023**

Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

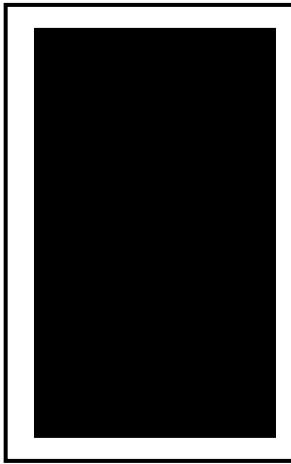
Phone: \_\_\_\_\_

Email: \_\_\_\_\_

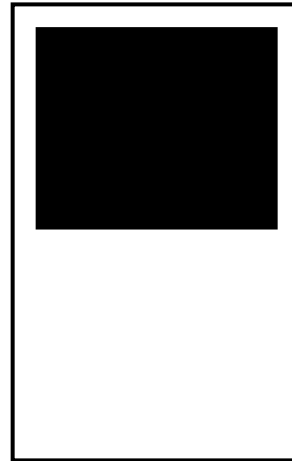
Address: \_\_\_\_\_

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

Please email your camera-ready ad to [info@oceancitytheatrecompany.com](mailto:info@oceancitytheatrecompany.com)



**Full Page Color**  
5" wide X 8" high



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

*The inside cover page, inside back page & the back of the program are not for sale.*

Mail this form and check to:  
Ocean City Theatre Company, 1501 West Avenue, Ocean City, NJ 08226  
**Email** your PDF ad to:  
[info@oceancitytheatrecompany.com](mailto:info@oceancitytheatrecompany.com)

Please make checks payable to Ocean City Theatre Company

Final deadline for ALL ad copy is June 23, 2023.

Questions? Call 609-398-1118 or email [info@oceancitytheatrecompany.com](mailto:info@oceancitytheatrecompany.com)

**Thank you in advance for your support!!!**