

AZUKA THEATRE

2023-2024 SEASON ADVERTISING PACKET

Azuka Theatre | AzukaTheatre.org/program-advertising





WHY ADVERTISE WITH AZUKA?



OUR PATRONS

- Over 60% of our patrons are between the ages of 25 - 45
- Roughly 25% of audiences for each show are new to Azuka Theatre
- Attend performances multiple times a year from other companies in the venue!

OUR LOCATION

- We're in the Theaters at The Drake - in the heart of Center City - and just blocks from Rittenhouse Square, Avenue of the Arts, Midtown Village & The Gayborhood, and accessible to many of our city's incredible neighborhoods
- Nearly 3000 annual patrons: both residents and visitors who also patronize area restaurants, shops, services and attractions
- A cultural hub dedicated to new plays and attracting vibrant, intelligent, young, and diverse patrons to the area



OUR WORK

- 24 years dedicated to uplifting Philadelphia artists and voices
- 3 mainstage productions along with 6 staged readings and additional events
- First theater in the country to implement a Pay What You Decide box office model for ALL productions!



Contact Mark Andrews at:
mark@azukatheatre.org



**Proud sponsor
of Azuka
Theatre**

*Cheers to great art
in Philadelphia!*



AZUKA PROGRAM ADVERTISEMENTS

LOCATION

With the Azuka Theatre program, we provide you the best possible impact from your advertisement.

In addition to handing our program to each and every patron who attends our productions, we also make it available digitally on our website.

PROGRAM STATS

- 1000+ programs printed for each production
- Glossy 5.5" x 8.5" pages
- More than 50% of our audiences take their program home with them after the show
- All ads are in full-color at no additional cost to you!*

WORD OF MOUTH

We make every attempt to promote area businesses to our patrons. Our staff references our production programs when directing patrons to area restaurants and businesses.

* Rates, sizes, and file specifications detailed on the following page.

AustinArt Photography
Johanna Austin | 215.815.8578
www.AustinArt.org

promo images
special events
performances
real estate
headshots
weddings
portraits

and everything in between

photo of: BeginAgain by zoe | juniper

PROMO CODE: AZUKAFAMILY for a complimentary 11x14 print with any shoot

INTERACT THEATRE COMPANY PRESENTS **5/26 to 6/18**

HOW TO USE A KNIFE

by **WILL SNIDER**
directed by **SETH ROZIN**

Starring:
SCOTT GREER, LINDSAY SMILING,
JERED MCLEWIGAN, J HERNANDEZ,
ANGEL SIGALA, TREVOR WILLIAM FAYLE
& MARIA KONSTANTINIDIS

THE PROSCENIUM THEATRE AT
THE DRAKE
302 S. HICKS ST.
INTERACTTHEATRE.ORG
215-568-8077

INTERACT THEATRE COMPANY

AZUKA PROGRAM AD SPECS & RATES

Full Page

1/4 Page

1/2 Page

PROGRAM AD RATES

	FULL SEASON (25%)	2 SHOWS (20%)	PER SHOW	NON-PROFIT (50%)
FULL PAGE	\$450	\$320	\$200	\$100
1/2 PAGE	\$225	\$160	\$100	\$50
1/4 PAGE	\$157	\$112	\$70	\$35

PROGRAM AD DEADLINES

	SHOW DATES	ART DUE DATE
The Elephant in the Room	NOV. 1 - 12, 2023	OCT. 13, 2023
Overwinter	FEB. 29 - MAR. 17, 2024	FEB. 9, 2024
An Army of Lovers	MAY 2 - 19, 2024	APR. 12, 2024

PROGRAM AD SIZES

	WIDTH	HEIGHT
FULL PAGE	5.0"	8.0"
1/2 PAGE	5.0"	3.875"
1/4 PAGE	5.0"	1.8125"

MECHANICAL REQUIREMENTS

HIGH RES PDF

When saving your ad as a PDF, please DO NOT include bleed, crop or registration marks.

HIGH RES JPG

Your image must be at least 300dpi. Lower resolution images may result in pixilated/blurry printing.

COLOR MODE

All files must be saved in CMYK color mode. Files submitted in other modes will be converted and may result in color shifting.

SUBMITTING

Ads should be submitted via email to: mark@azukatheatre.org. Please compress all ads over 5MB in a .zip file prior to emailing.

NEW

AZUKA PROGRAM NEIGHBORHOOD DIRECTORY



AFFORDABLE CONNECTION

Looking for an affordable option to introduce your business to our patrons? Easy! Add your business to our Neighborhood Directory!

Placing your business in the hands of our patrons through the 3000+ programs we print each season, a Neighborhood Directory listing is a great way to take advantage of our program's impact.

WHAT THE LISTING INCLUDES

- Your full color logo
- PLUS
- Your full color logo and address listed on the "Neighborhood" page of our website with a link to your website.

SMALL INVESTMENT/BIG RETURN

\$25 for a listing that appears online and in print for the duration of a production!

NEIGHBORHOOD DIRECTORY PRICES

PER SHOW	2 SHOWS	FULL SEASON (20%)
\$25	\$50	\$60

NEW
**AZUKA PROGRAM
 DINING &
 COMMUNITY
 PARTNERS**



SAVE & REWARD OUR PATRONS

We invite area businesses and restaurants to become a Community or Dining Partner through affordable advertising that provides a benefit to our patrons.

As a Partner and supporter, we will go the extra mile to recommend your business as part of an evening out!

WHAT YOUR PARTNERSHIP INCLUDES

- An ad in each of our production programs for the season (3 in total)
- A listing on our website which includes your full color logo or a photo, address, phone number and link to your website
- Ad display on our lobby television with information
- An ad on one email blast per production
- A mention on our social media outlets

PROVIDE OUR PATRONS A PERK

Each Partner provides a discount or perk for Azuka Theatre ticket-holders. Suggested offers include a % off the bill; a free appetizer, dessert, drink or entree; or a signature drink or food item!

PARTNERSHIP RATES

AD SIZE	RATE
FULL PAGE (40%)	\$360
1/2 PAGE (40%)	\$180



AZUKA THEATRE ADVERTISING AGREEMENT

2023-2024 AD RESERVATION FORM

Please complete this form and return to
Mark H. Andrews at mark@azukatheatre.org

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

AD PLACEMENT SELECTION

Please select from the advertising options below.

» PROGRAM ADVERTISING:

Frequency: 1 Show 2 Shows Full Season

Ad Size: Full Page 1/2 Page 1/4 Page

» NEIGHBORHOOD DIRECTORY:

Frequency: 1 Show 2 Shows Full Season

Company Website: _____

» DINING OR COMMUNITY PARTNERSHIP:

Ad Size: Full Page 1/2 Page

Company Website: _____

Discount Offer

Offer Details: _____

SUBMIT THIS FORM

All Reservation Forms should be
completed and returned to:

EMAIL:

mark@azukatheatre.org

MAIL:

Azuka Theatre

Attn: Mark Andrews

1700 Sansom Street, Suite 800

Philadelphia, PA 19103

THE DOTTED LINE

Authorized Signature: _____

Date: _____

Print Name: _____

Azuka Theatre Rep: _____

Date: _____