AZUKA

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

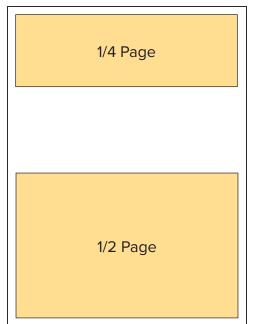
- 1000+ programs printed for each production
- Glossy 5.5" x 8.5" pages
- More than 50% of our audiences take their program home with them after the show
- All ads are in full-color at no additional cost to you!*

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.





Full 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.





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

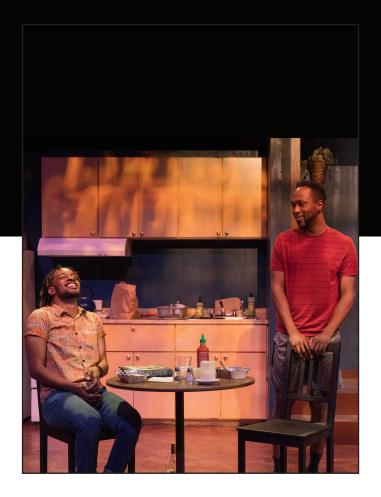
- Your full color logo
 PLUS
- Your full color logo and address listed on the "Neighborhood" page of our website with a link to your website.

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





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	



2023-2024 AD RESERVATION FORM

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

Company Nan	ne:			_
Contact Name	:			_
Address:				_
 City:		_ State:	Zip:	_
Phone:		-		
Email:			_	
Please select	IENT SELECTION from the advertisi		V.	SUBMIT THIS FORM All Reservation Forms should be completed and returned to:
		□ 2 Shows	Full Season	EMAIL:
Ad Size:	Full Page	🗆 1/2 Page	□ 1/4 Page	mark@azukatheatre.org
» NEIGHBORHOOD DIRECTORY: Frequency: □ 1 Show □ 2 Shows □ F			Full Season	MAIL: Azuka Theatre Attn: Mark Andrews
Company Website:			1700 Sansom Street, Suite 800	
» DINING OR	COMMUNITY PA	RTNERSHIP:		Philadelphia, PA 19103
Ad Size:	Full Page	□ 1/2 Page		
Company Web Discount Offer	osite:			
Offer Details:_				
_				

THE DOTTED LINE

Authorized Signature:_____

Print Name:_____

Azuka Theatre Rep:_____

Date:

AZUKA THEATRE ADVERTISING AGREEMENT

___ Date:____