



2024

Advertising

Opportunities • Rates • Deadlines

MACBETH

Born
with
Teeth

SHAKESPEARE AND THE
Alchemy
of Gender

SMOTE
THIS A COMEDY
ABOUT GOD
...AND OTHER SERIOUS
SH*T

VIRGINS to
VILLAINS

LIZARD
BOY

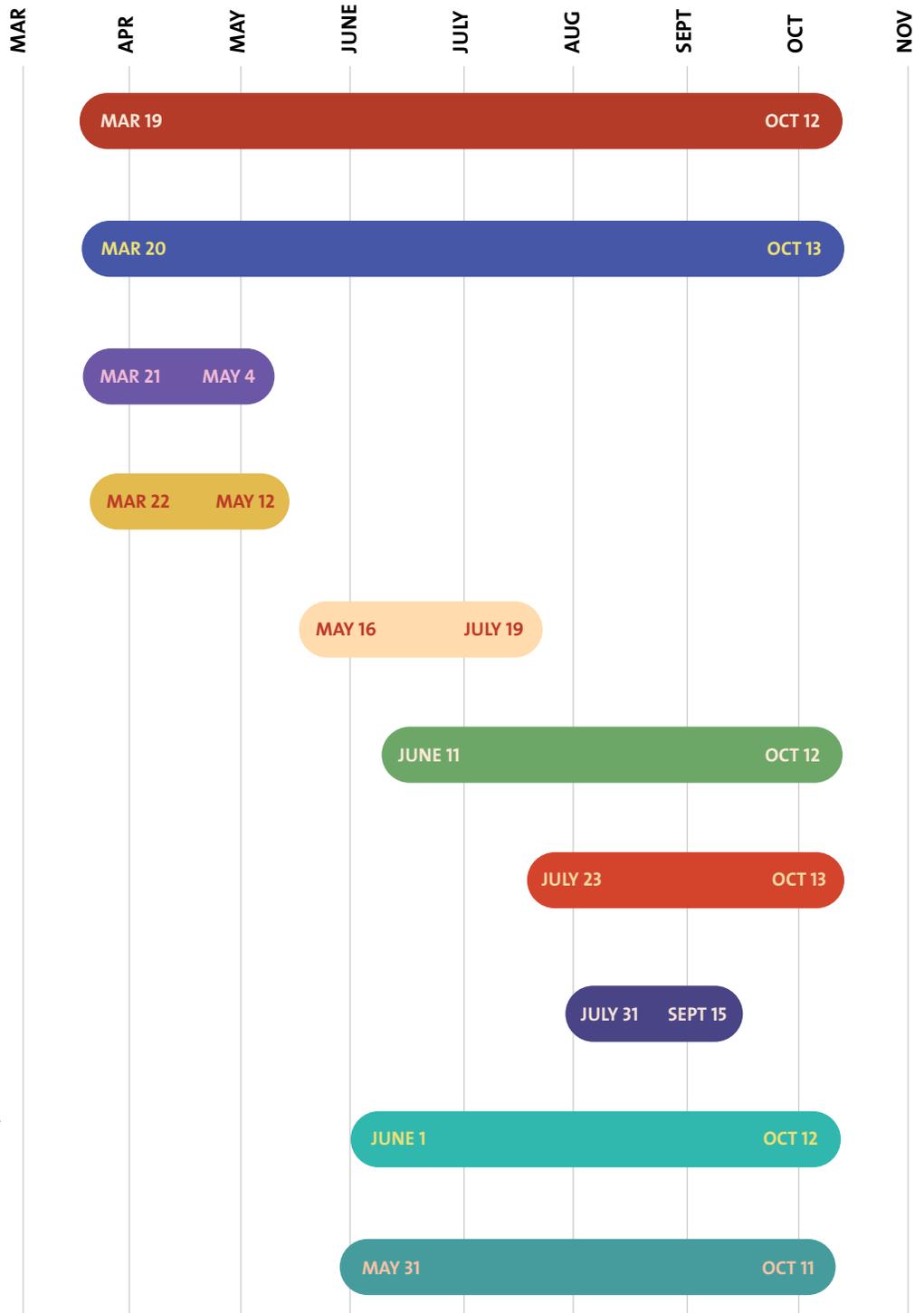
CORIO
LANUS

BEHFARMAHEEN
(if you please)

MUCH
Ado about
NOTHING

Jane Eyre

2024 SEASON at a glance



Advertising question?

Contact Sadie Lidji at sadiel@osfashland.org.

To become an OSF Corporate Partner,

Contact development@osfashland.org or visit osfashland.org/corporate.

For play descriptions and more, go to osfashland.org/2024.

2024 Advertising Specs and Deadlines

Join us for the Oregon Shakespeare Festival's 2024 season and put your business front and center with a range of options that fit every budget and need. From print publications to digital advertising, we've got you covered. For rates, see our Advertising Contract on page 5.



PRINT Playbill

In 2024 we return to two Playbills per season—Volume 1 (in theatres March 19–May 30) and Volume 2 (May 31–October 13). Advertisers have the option of placing their ad in both Volumes 1 and 2 (all season), or just in Volume 2 (summer and fall only). Reach our audience with black-and-white ads in our Visitors' Guide section for lodging, dining, shopping, transportation, and more! Black-and-white ads range in size from 1/8 to full page. In addition, we offer full-page, full-color ads. Premium positions for full-page color ads (see contract) are very limited—secure your place on the waitlist by contacting Sadie Lidji (sadiel@osfashland.org) when you submit your contract.

Specs: For ad dimensions, see chart below.

Deadline for contract & artwork:

- Volumes 1 & 2: January 3, 2024
- Volume 2 only: March 1, 2024

PRINT Season Publications

Plans are underway for advertising opportunities in brochures featuring our 2024 show lineup. We'll keep you posted when these become available—keep an eye on your inbox!

Lodging Partners (accommodations partners only)

Entice potential customers to book their stay with your hotel or B&B by building your own value-added "package" of lodging and OSF tickets. Market your "package" the way you want and truly make it your own. Includes a free Web Listing! See page 4 for details.

DIGITAL Web Listing

List your business under the widely viewed "Plan Your Visit" section of our website, which gets nearly 200,000 visitors annually. Showcase your business to visitors planning their OSF visits. Special offer: Get a Web Listing for FREE with any other advertising purchase.

Specs: 1920 x 1267 px image, plus a description of up to 75 words.

Deadline: We accept rolling submissions throughout the year.

DIGITAL Email

Reach over 100,000 engaged subscribers with a coveted placement in an OSF Email Newsletter. Elevate your brand's visibility and connect directly with OSF patrons. Don't let this opportunity slip away—position your business at the forefront of inboxes everywhere. Reserve your prime placement now! Timing of placement will be at OSF's discretion, but we'll do our best to accommodate each advertising partner.

12 slots total, \$300 each; limit of one placement per business

Specs: 1920 x 1080 px image (without words if possible), plus a description of up to 75 words.

DIGITAL Social Media Spotlights

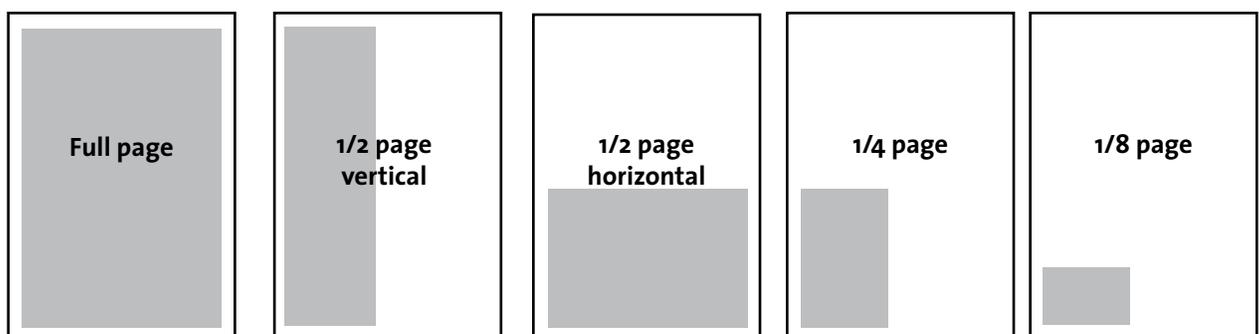
Our Social Media Spotlights offer you the chance to be featured on OSF's high-impact Instagram and Facebook pages. With just 12 coveted slots available, seize this opportunity to connect with a wider audience and amplify your brand's presence! Timing of placement will be at OSF's discretion, but we'll do our best to accommodate each advertising partner.

12 slots total, \$500 each; limit of one post per business

Questions?

Contact Sadie Lidji, OSF Advertising Manager: sadiel@osfashland.org

Playbill Ad Dimensions



Ad Type/Size	Full page	1/2 page vertical	1/2 page horizontal	1/4 page	1/8 page
B & W	4.75"w x 8.25"h	2.25"w x 8.25"h	4.75"w x 4"h	2.25"w x 4"h	2.25"w x 1.875"h
Full Color	5.5"w x 9"h trim size*	*On bleed color ads, add .125" bleed on all four sides and keep live matter at least .25" from trim edge.			

15 South Pioneer Street · Ashland · OR · 97520 · osfashland.org

Sales Questions: Sadie Lidji • sadiel@osfashland.org

Billing Questions: Tom Regler • tomr@osfashland.org · 541.482.2111 ext. 4630 · FAX: 541.552-2706

OSF 2024 Lodging Partner Agreements

- OSF's goal is to partner with our community and lodging partners. The Lodging Partner (LP) program is designed to provide the best user experience and allow lodging partners to collaborate with OSF to create a special lodging/ticket package. It is not intended for use by individual guests not participating in the Lodging Partner program.
- The 2024 program has an **annual fee of \$275** and runs from November 17, 2023, through October 13, 2024. Tickets must be purchased and used by October 13, 2024. For the 2024 season, there will be no day-of-week performance restrictions. However, discounted tickets are **ONLY** available for use in seating zones B and C.
- OSF agrees to provide Lodging Partners with special 20% off promo codes for guests to use for ticket purchases during the 2024 season. **This offer is only valid on B and C seating zones. The lodging partner agrees to communicate this with their guests. Patrons wishing to purchase A or A+ seats must pay full price.**

Main Stage Shows

(Macbeth, Born with Teeth, Lizard Boy, Coriolanus, Much Ado About Nothing, Jane Eyre)

Seating Zone	Previews		Tuesday Evenings		All Other Times	
	full price	with 20% discount	full price	with 20% discount	full price	with 20% discount
C	\$35.00	\$28.00	\$39.00	\$31.20	\$45.00	\$36.00
B	\$49.00	\$39.20	\$55.00	\$44.00	\$69.00	\$55.20

Thomas Theatre Solo Shows

(Shakespeare and the Alchemy of Gender, Virgins to Villains, Behfarmaheen, Smote This)

Seating Zone	Previews		Tuesday Evenings		All Other Times	
	full price	with 20% discount	full price	with 20% discount	full price	with 20% discount
C	\$25.00	\$20.00	\$29.00	\$23.20	\$35.00	\$28.00
B	\$35.00	\$28.00	\$39.00	\$31.20	\$49.00	\$39.20

***Excludes opening performances.** Other performances may be added at the discretion of OSF. Lodging Partners will be notified if additional performances are added to the program.

- OSF package tickets will be purchased by a Lodging Partner guest using a unique promo code issued to the LP. The guest will go to the OSF website, log in or create an account, and purchase tickets using the promo code. This will ensure the correct discount is applied to the ticket order. OSF will not reserve block seats for lodging partners. It is the responsibility of the LP Guest to accurately determine availability of OSF seats prior to purchasing lodging/ticket package from the LP. Neither OSF nor LP will be held liable for seating availability.
- Each Lodging Partner will also receive a free Web Listing ad on OSF site.
- OSF may publicize the program through its own e-marketing campaigns, as well as in press releases, cross-promotion across the web platform, and possible social media campaigns.
- LP will promote and market their own packages as they see fit. OSF requests that LP not give out the promo code until after the guest has confirmed their lodging. OSF reserves the right to review language describing the Festival and any plays to ensure accuracy and proper OSF branding.
- OSF reserves the right to mark guests using the LP promo code as package participants in its database for future marketing campaigns.
- OSF may provide some print collateral for guest gift packages as requested, which might include Season Brochure or other items.
- LP Guests will be given complimentary "Ticket Insurance" according to the Ticket Insurance rules stated on the OSF website.
- OSF Box Office staff will be available during Box Office hours to assist guests as needed. If there are any problems with tickets, please direct guests to call the Box Office, 800-219-8161.

OSF 2024 ADVERTISING CONTRACT

Business Name _____

Address _____

Contact Name _____

City, State, Zip _____

Email _____

Phone _____

PRINT ADVERTISING
Playbill (see ad dimensions on page 2)
Publication dates: Volumes 1 & 2: March 19–Oct 13; Volume 2 only: May 31–Oct 13
 Vols 1 & 2 Vol 2 ONLY

PREMIUM PLACEMENT (full page, full color, both volumes only; choose one)
 (limited availability—contact Sadie Lidji at sadiel@osfashland.org to secure a place on the waitlist)

 Inside Front Cover Page 1 Inside Back Cover Back Cover \$7,500 N/A

RUN-OF-BOOK PLACEMENT:
 Full page color (run-of-book placement) \$5,000 \$3,750

B/W VISITORS' GUIDE SECTION:
 Full page B/W \$4,000 \$3,000

 1/2 page vertical B/W \$2,500 \$1,875

 1/2 page horizontal B/W \$2,500 \$1,875

 1/4 page B/W \$1,000 \$750

 1/8 page B/W \$500 \$375

DIGITAL ADVERTISING
Website / Mobile
 Web Listing ONLY (free with any other advertising purchase) \$250

 Additional Web categories _____ @ \$75 / category \$ _____

Email
 Email (First come, first served; 12 spots available. Limit one placement per business.) \$300

NEW! Social Media Spotlight Feature
 Social Media (First come, first served; 12 spots available. Limit one post per business.) \$500

LODGING PARTNERS PROGRAM — see page 4
 Lodging Partners Program \$275

PAY WITH A CREDIT CARD
 Please check here if you'd like to pay with a credit card. If so, please call us (contact info on next page) to provide your card details. **This information cannot be faxed or emailed.**

Corporate Partner, Bronze level or above? Deduct 10% here. >>
 (For info, contact OSF Development: development@osfashland.org)

Playbill total

Website/Mobile total

Email total

Social Media Spotlight total

Lodging Partners Total

TOTAL AMOUNT

\$ _____

Less Corp. Partner credit:

- \$ _____

AMOUNT DUE

\$ _____

Signature: _____

Title: _____

Date: _____

OSF 2024 Advertising Contract (cont'd)

This is an Agreement between the OREGON SHAKESPEARE FESTIVAL (OSF) and Advertiser whereby OSF agrees to carry an advertisement in its 2024 print publication(s) and/or on the OSF website and/or in other digital properties under the following terms and conditions:

1. OSF must approve all ads before publication.
2. Advertiser must complete, sign, initial, and return one copy of this Agreement prior to contract deadline.
3. Payment in full is due 30 days after OSF receives your signed contract.
4. Until a credit relationship is established, new advertisers are required to pay 100% of ad cost by the ad materials deadline.
5. Any amount unpaid post 30 days after contract receipt shall bear interest at the rate of \$10 for each month it is outstanding.
6. The failure of OSF to demand strict performance of any of the terms of this Agreement shall not be construed as a continuing waiver or relinquishment thereof, and OSF may, at any time, demand strict and complete performance by the Advertiser of said terms.
7. These understandings comprise all the terms of the contract between the parties. No agreement or arrangements shall be binding on either party unless agreed to in writing.

Season Brochure and Web: OSF will send advertiser an ad proof. Advertiser must approve and return proof to OSF in a timely manner to ensure inclusion. OSF will not be responsible for errors in the Season Brochure or on the Website if advertiser fails to return ad proof.

Playbill: The camera-ready ad submitted will be printed as is. OSF will not make changes to artwork and will not send proofs.

Emails: Priority is given on first-received basis. Submitted materials will be used as is.

Lodging Partner designation is restricted to lodging properties only. Please see additional Lodging Partner agreements on page 4.

OSF Corporate Partners, Bronze level and above, receive 10% discount on advertising.

By intialing here, you agree to these terms of use. _____

*Note: Payment is due 30 days after OSF receives your signed contract.