



# 2010 PLAYBILL & ONLINE VISITORS' GUIDE

Advertising Opportunities and Rates  
Volume II, June 1 to October 31

1935 -2010

**75**  
YEARS

Celebrating OSF's 75th anniversary season  
[www.osfashland.org](http://www.osfashland.org)

## Reach Our Patrons

Celebrating its 75th anniversary, the Tony Award-winning Oregon Shakespeare Festival, located in Ashland, Oregon, was established in 1935. OSF is one of the oldest and largest professional repertory theatre companies in the United States. The 2010 season begins in February and will run through October 31, 2010. OSF will stage 766 performances of 11 plays—four by Shakespeare and seven by classic and contemporary playwrights—in rotating repertory in three theatres. We anticipate approximately 400,000 ticket holders will pass through these doors in 2010!

## About the Online Visitors' Guide

OSF patrons are increasingly using the internet to plan their Ashland trips and buy their tickets. You can reach our online patrons by advertising in our online Visitors' Guide.

## Audience Profile

- 87% travel more than 150 miles to attend the Festival
- 92% travel by car
- Average stay is 3.4 nights
- Average number of plays seen is 4.2
- \$95,000 is the median family income
- Average expenditure per day is \$125 per person
- 58 is the median average age
- 20% of the audience comes as part of a group (student and adult)
- 58% have done graduate study
- The total economic impact of the Festival in 2008 was over \$168 million
- In 2009, 48% of OSF ticket revenue came through our website
- From November 1, 2008 – September 1, 2009, OSF averaged over 870 web visits per day to the online Visitors' Guide.

## Rates

Our “Online Year” runs from November 1 – October 31.

Standard listings are \$500 for the year, and \$200 from June-October.

Premium listings, with a live link to your site and a logo, cost \$750 for the year and \$300 from June-October. See Mechanical Requirements for submission specifications.

## Website Submissions: Mechanical Requirements

**Standard Listing:** Up to 40 words regarding your business. Include address, phone number and web address\*.

**Premium Listing:** (Live Link)

- Logo or Business Image: 150 pixels wide in jpeg form (72 dpi)
- Text: Up to 40 words about your business. Include address, phone number and web address\*.
- Linking URL

**For more information and assistance:**

**Call Kevin Bendaw**

(541) 482-2111 ext. 387

**Or email**

kevinbe@osfashland.org

**Or write OSF**

15 S. Pioneer Street  
Ashland, OR 97520

\*Not included in 40-word count.

### **Terms of Agreement:**

This is an agreement between the Oregon Shakespeare Festival (OSF) and you (Advertiser), whereby OSF agrees to carry an advertisement in its 2010 Playbill under the following terms and conditions:

The Advertiser will provide advertisement on either a burned CD or via electronic mail (specifications on reservation form).

Advertiser must pay in full 30 days after publication date. Any amount unpaid after 30 days of publication shall bear interest at the rate of 1% for each month it is outstanding. No agreement or arrangements shall be binding on either party unless agreed to in writing.

The ad submitted will be printed as is. OSF will not make changes and will not send proofs.

OSF must approve all advertising before publication.

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 relinquishing thereof, and OSF may, at any time, demand strict and complete performance by the Advertiser of said terms.

# A

## 1/8 Page

Size: 2-1/4" x 2"

Cost: \$505

Please notice that it is **not square**  
and that the width must be 2-1/4"

# B

## 1/4 Page

Size: 2-1/4" x 4"

Cost: \$810

### Important Reminders

- Copy Deadline: [April 15, 2010](#)
- **Send hard copy of ad with disk**
- Website Materials Deadline:  
[June 1, 2010](#)

# C

## 1/2 Page

Size: 4-3/4" x 4"

Cost: \$1,565

**D**

**1/2 Page**

Size: 2-1/4" x 8-1/4"

Cost: \$1,565

One full column width

# Playbill Space Reservation Form

Yes, I would like to reserve (space available) the following display ad space in the 2010 Playbill. Cost includes both Spring and Summer editions:

## Volume II (see examples on reverse side)

- Size A (1/8 page, 2 x 2) = \$505
- Size B (1/4 page, 2 x 4) = \$810
- Size C (1/2 page, 4 x 4) = \$1,565
- Size D (1/2 page, 2 x 8) = \$1,565
- Full Page (4 x 8) = \$2,855

Prices upon request for full-page color and premium black/white ads. Subject to availability.

## Please check the appropriate boxes.

- Rerun my 2009 ad exactly as is.
- Electronic disk with ad enclosed. **Include hard copy.**
- Electronic disk with ad will follow. **Include hard copy.**  
(Copy Deadline: **April 15, 2010**)

## Online Options

- For \$100 I would like to have the forty-word listing in the OSF Online Visitors' Guide.
- Copy enclosed     Copy will be sent right away
- I would like the \$250 premium listing in the Online Visitors' Guide which includes my color logo, a short descriptor and a live link from the OSF website.
- Copy enclosed     Copy will be sent by December 1, 2009

Ad total value \$ \_\_\_\_\_

Online total value \$ \_\_\_\_\_

Total options value \$ \_\_\_\_\_

→ Signature \_\_\_\_\_

**Advertisers will be invoiced in full upon publication.**

## Make checks payable to OSF and send to:

OSF Attn: **Kevin Bendaw** 15 S. Pioneer Street, Ashland, OR 97520

Print Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Office Use Only

Rcv'd Date \_\_\_\_\_

\_\_\_\_\_