

2027 ADVERTISING

OPPORTUNITIES

RATES

DEADLINES



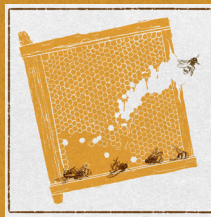
HAMLET



**A DOLL'S
HOUSE**



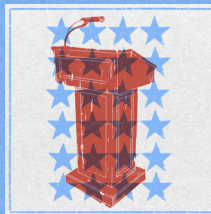
**A LOCO-MOTIVE
FOR MURDER**



PURPOSE



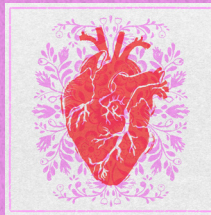
**THE COMEDY
OF ERRORS**



**WHAT THE
CONSTITUTION
MEANS TO ME**



**THE WINTER'S
TALE**

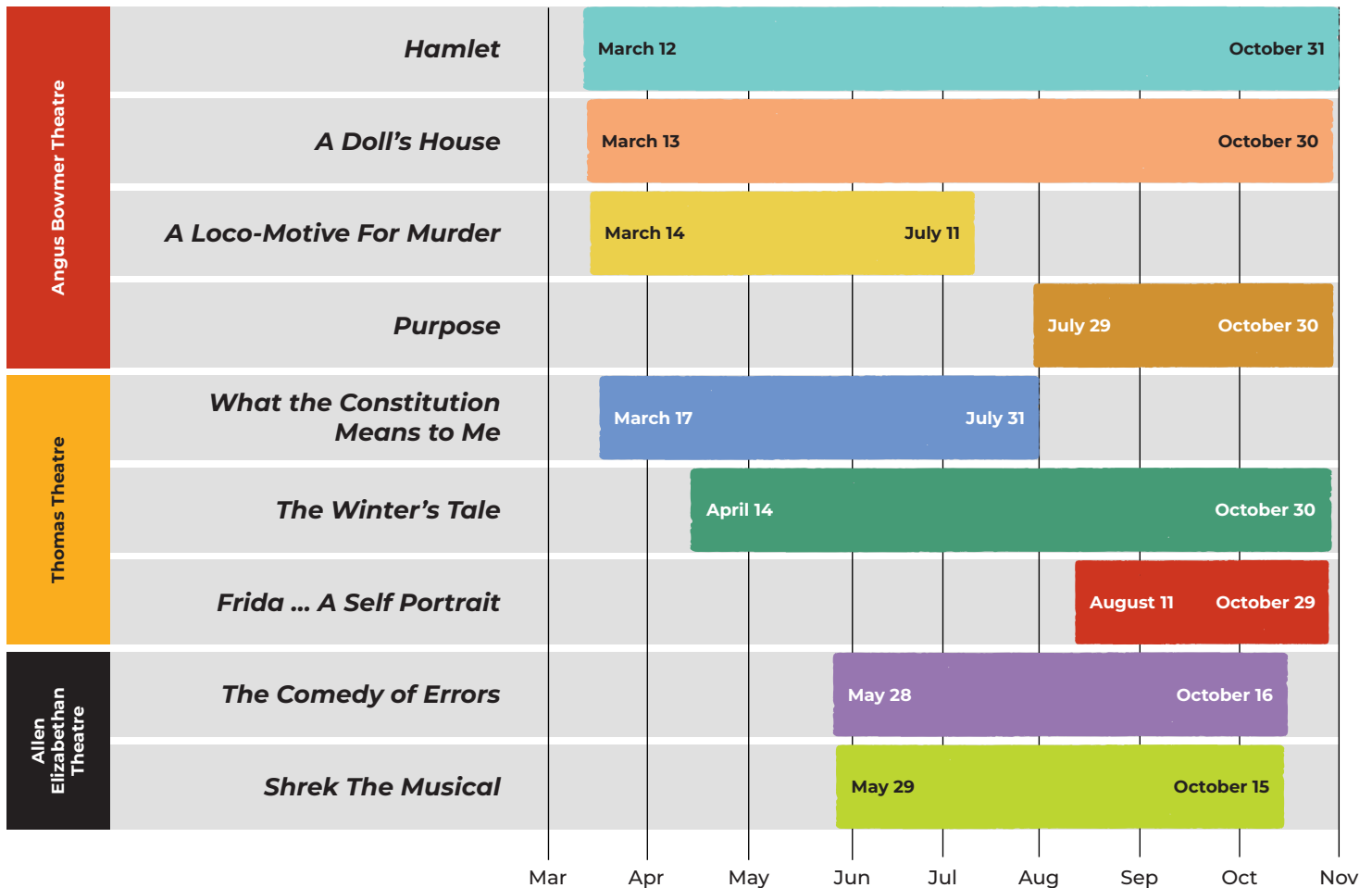


**FRIDA...
A SELF PORTRAIT**



**SHREK THE
MUSICAL**

2027 SEASON AT A GLANCE



For play descriptions and more, go to osfashland.org/2027season.



HELLO! MY NAME IS EBONI LOVELL, AND I'M THE MARKETING AND SALES MANAGER AT OSF. I'M HERE TO HELP YOU CREATE THE PERFECT ADVERTISING PACKAGE FOR YOUR BUSINESS!

Whether you have questions, need assistance with advertising specifications, or would like help selecting the options that will best reach your target audience, I'm happy to help. My goal is to find the right advertising opportunities to maximize your impact while staying within your budget.

You can reach me at ebonil@osfashland.org or by phone at **541-552-2771**, Monday through Friday. I'd love to hear more about your business and explore how we can work together to connect you with OSF audiences and encourage them to visit and support your business. I look forward to working with you!

2027 OSF ADVERTISING SPECS AND DEADLINES

Join us for the Oregon Shakespeare Festival's 2027 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 | SEASON BROCHURE

Our annual Season Brochure is direct mailed to over 65,000 homes throughout the West Coast in January and is distributed across Oregon, Southern Washington, and Northern California visitor centers, airports, hotels, and more.

Specs: Choose your category (Lodging, Dining, Shopping, etc.) for your classified ad at \$925 for 8 lines of copy, plus \$200 for each additional line. Each line is 35–38 characters, including spaces.

Deadline for contract & artwork: November 12, 2026

PRINT | BOX OFFICE LOBBY DISPLAY

NEW!

New for 2027! Put your business in front of a steady stream of visitors by displaying your brochure or rack card in our Box Office Lobby. With ample in-season foot traffic from mid-March through the end of October, your promotional materials will be conveniently accessible to guests who are looking for local businesses, services, and experiences.

Spring placement (March-June): \$400

Summer/Fall placement (July-October): \$500

Full season: \$850

Specs: Your brochure or rack card, 4" w x 9" h

Deadline for contract & brochures/cards:

Deadline to reserve spot: December 10, 2026.

Delivery of your brochures/cards due by: February 1, 2027.

PRINT | TICKET FOLDER

NEW!

New for 2027! Put your business front and center on OSF's ticket folders for patrons who ask for printed tickets. Your message will reach thousands of theatergoers during their visit, making this a powerful way to build awareness with both local and visiting audiences. Limited to one advertiser only, so act quickly.

Placement: 1 advertiser, season long

Deadline for contract & artwork: January 9, 2027

Specs: 3.66" w x 5.66" h, Full Color

Price: \$3,000

PRINT | 2028 GROUP SALES BROCHURE

Is your business great for groups? Our Group Sales brochure is sent to over 12,000 educators, travel groups, and individuals and is available on our website annually year round. This piece is targeted at groups of 15 or more and who will be looking for lodging, food/drink, and experiences to do along with their Festival experience. *Reserve your spot in the 2028 edition by December 31, 2026 to get 10% off. You won't be billed for your ad until June 2027.*

Specs:

- Eight lines of copy
- 35–38 characters per line, including spaces.

Deadline for contract & artwork: Summer 2027

Price: \$1,000

PRINT | PLAYBILL

Our 2027 season will feature two Playbills—Spring (in theatres March 12–May 27) and Summer/Fall (May 28–October 31). Advertisers have the option of placing their ad in both Spring and Summer/Fall (all season), or just in Summer/Fall. 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 color ads are available, though very limited.

Specs: For ad dimensions, see chart below.

Deadline for contract & artwork: Spring: December 18, 2026 | Summer/Fall: March 25, 2027

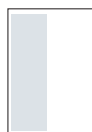
Prices: see page 5

PLAYBILL AD DIMENSIONS

Full page



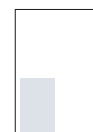
1/2 page vertical



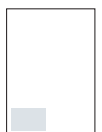
1/2 page horizontal



1/4 page



1/8 page



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, Full Page	No bleed: 5" w x 8.5" h	Full page bleed: 5.5" w x 9" h, add .125" bleed on all four sides and keep live matter at least .25" from trim edge.			

DIGITAL | WEB LISTING

List your business under the widely viewed “Plan Your Visit” page, which gets over 230,000 visitors annually. You’ll choose to list your business under specific categories such as Dining, Wineries, Activities, and Family Friendly so guests can plan their visits beyond OSF performances. Reserve your spot quickly, as top row placements are given on a first-come-first-served basis. \$250 per listing.

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 for contract & artwork: We accept rolling submissions throughout the year.

DIGITAL | EMAIL

Reach over 130,000 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!

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

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

Deadline for contract & artwork: We accept submissions throughout the year but require copy and image at least four weeks before the desired email date.

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.

Specs: A square image (1080 x 1080 px, without text, please), plus a description of up to 75 words.

Deadline for contract & artwork: We accept submissions throughout the year but require copy and image at least four weeks before the desired postdate.

TO BECOME AN OSF BUSINESS ALLIANCE MEMBER

Connect your business with OSF through the Oregon Shakespeare Festival Business Alliance (OSFBA). Opportunities include sponsorship of OSF productions, education programs, and Green Show, with benefits such as brand visibility, exclusive access, and guest hospitality.

Contact Fernando Ramirez-Barrett at fernandorb@osfashland.org to learn more.

ADVERTISING QUESTION?

Contact Eboni Lovell at ebonil@osfashland.org.

LODGING PARTNERS

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! Placements are based on the order in which they are received, so for top line placement, claim your spot quickly. See page 4 for ticket pricing and more details.

Deadline for contract & artwork: November 25, 2026

LODGING PARTNER PROGRAM

1 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.

2 The 2027 program has an annual fee of \$300 and runs from December 2, 2026, October 31, 2027. Tickets must be purchased and used by October 31, 2027. For the 2027 season, there will be no day-of-week performance restrictions. However, discounted tickets are ONLY available for use in seating zones B and C.

3 OSF agrees to provide Lodging Partners with special 20% off promo codes for guests to use for ticket purchases during the 2027 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.**

4

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 that 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 the availability of OSF seats prior to purchasing lodging/ticket package from the LP. Neither OSF nor the LP will be held liable for seating availability. **OSF tickets must be purchased by the LP Guest only.** LPs may not purchase tickets on behalf of their guests. Doing so will result in the LP no longer being able to participate in the OSF LP program. No refunds will be given.

5

Each Lodging Partner will also receive a free Web Listing ad on OSF's website.

6

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.

7

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.

8

OSF reserves the right to mark guests using the LP promo code as package participants in its database for future marketing campaigns.

9

OSF may provide some print collateral for guest gift packages as requested, which might include Season Brochure or other items.

10

LP Guests will be given complimentary "Ticket Insurance" according to the Ticket Insurance rules stated on the OSF website.

11

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.

LODGING PARTNERS TICKET PRICES

20% discount on seating in B and C sections only. Discount not valid for A+ and A seating zones or Opening and Closing performances.

Angus Bowmer Theatre

(Hamlet, A Doll's House, A Loco-Motive For Murder, Purpose)

SEATING ZONE	PREVIEWS	TUESDAY & SUNDAY EVENINGS	ALL OTHER TIMES
A+	\$102	\$123	\$144
A	\$75	\$89	\$109
B	\$45	\$51	\$61
C	\$34	\$37	\$43

Allen Elizabethan Theatre

(The Comedy of Errors, Shrek The Musical)

SEATING ZONE	PREVIEWS	TUESDAY & SUNDAY EVENINGS	ALL OTHER TIMES
A+	\$102	\$125	\$145
A	\$75	\$89	\$110
B	\$45	\$52	\$62
C	\$34	\$37	\$43

* A+ seating in Elizabethan and Bowmer Theatres only

Thomas Theatre

What the Constitution Means to Me, The Winter's Tale, Frida ... A Self Portrait)

SEATING ZONE	PREVIEWS	TUESDAY & SUNDAY EVENINGS	ALL OTHER TIMES
A	\$89	\$108	\$129
B	\$50	\$57	\$67
C	\$34	\$37	\$43

YOUTH PRICING (ages 6-18): 20% off A, B or C zones (regular pricing) not in addition to lodging partner discount.

OSF 2027 ADVERTISING CONTRACT



Business Name _____

Address _____

Contact Name _____

City, State, Zip _____

Email _____

Phone _____

PRINT ADVERTISING

Season Brochure (see deadline on page 2) — Distributed all season

☐ Eight lines of copy @ \$925 (Each line is 38 characters max including spaces.) \$ _____

☐ Additional number of lines: _____ @ \$200 / line \$ _____

Playbill (see deadlines & ad dimensions on page 2)

Publication dates: Spring/Summer/Fall: Mar. 12–Oct. 31; Summer/Fall only: May 28–Oct. 31

Premium Placement

(limited via availability – contact Eboni Lovell at ebonil@osfashland.org to secure a place on the waitlist)

Spring Only Spring/Summer/Fall Summer/Fall Only

☐ Inside Front Cover ☐ \$7,500

☐ Page 1 ☐ \$7,500

☐ Inside Back Cover ☐ \$7,500

Run-of-Book Placement

☐ Full-page color (run-of-book placement) ☐ \$5,200 ☐ \$3,950

B/W Visitors' Guide

☐ Full Page B/W ☐ \$4,200 ☐ \$3,200

☐ 1/2 Page Vertical B/W ☐ \$2,600 ☐ \$1,900

☐ 1/2 Page Horizontal B/W ☐ \$2,100 ☐ \$1,900

☐ 1/4 Page B/W ☐ \$1,100 ☐ \$800

☐ 1/8 Page B/W ☐ \$550 ☐ \$400

Ticket Folder

☐ Full Color (3.66" w x 5.66" h) ☐ \$3,000

Box Office Lobby Display

☐ Brochure/Rack Card Display ☐ \$400 ☐ \$850 ☐ \$500

DIGITAL ADVERTISING

Website

☐ Web Listing Only (free with any other advertising purchase) \$250

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

Email

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

Social Media Spotlight (First come, first served; 12 spots available. Limit one placement per business)

☐ Social Media Spotlight Feature \$500

LODGING PARTNERS PROGRAM (SEE PAGES 3 & 4)

☐ Lodging Partners Program \$300

☐ Group Friendly Designation \$50

GROUP SALES BROCHURE 2028 — EARLY SIGN-UP

This option will be billed in June of 2027. Check this box to reserve your spot.

☐ Group Sales Brochure 2027 (This option will be billed in June of 2027. Check this box to claim your spot.) \$ 1,000

Signature: _____

Title: _____ Date: _____

ORDER SUMMARY

\$ _____

Season Brochure Total

\$ _____

Website Total

\$ _____

Email Total

\$ _____

Social Media Spotlight Total

\$ _____

Lodging Partners Total

\$ _____

Total Amount

\$ _____

Business Alliance Discount

\$ _____

Amount Due

ADVERTISING AGREEMENT

This is an Agreement between the OREGON SHAKESPEARE FESTIVAL (OSF) and Advertiser whereby OSF agrees to carry an advertisement in its 2027 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. The ad submitted will be deployed as is.

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

OSF Business Alliance members, receive a 10% discount on advertising. To learn more about becoming an OSFBA member, contact Fernando Ramirez-Barrett at fernandorb@osfashland.org.

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

Today's Date _____

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

Oregon Shakespeare Festival

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

Sales Questions: Eboni Lovell · ebonil@osfashland.org

Billing Questions: Accounts Receivable · accountsreceivable@osfashland.org

541-482-2111 ext. 4630 · FAX: 541-552-2706