## OSF 2022 ADVERTISING CONTRACT

### PRINT ADVERTISING

**Visitors’ Guide (in print all season)**

- Eight lines of copy @ $900
- Additional number of lines: ___________ @ $200 / line

(Each line is approximately 35–38 characters, including spaces)

**Playbills - your ad appears in individual show Playbills, April – December 2022**

(See ad dimensions on page 2)

- Full page color (run of book placement)
- Full page B/W
- 1/2 page vertical B/W
- 1/2 page horizontal B/W
- 1/4 page B/W
- 1/8 page B/W

**PREMIUM PLACEMENT (full page, full color; choose one)**

- Front Inside Cover
- Back Inside Cover
- Page 1
- Back Cover

**It’s Christmas, Carol! Playbill alone: special holiday show November–December 2022**

- Check here if you wish to advertise ONLY in this special holiday Playbill later in 2022; we will have details later in the year.

(‘It’s Christmas, Carol is included in the Summer-Winter package above)

### DIGITAL ADVERTISING

**Website / Mobile**

- Web Listing ONLY $900
- Web Listing Add-On* $300

*Must purchase $500 minimum in additional advertising to qualify for add-on discount

**Email / Enewsletter**

- On The Bricks monthly newsletter
  - Primary ad space Month(s) __________ $900
  - Secondary ad space Month(s) __________ $550
- Plan Your Visit weekly email Ad Block(s) __________ $400

### PACKAGE PARTNERS PROGRAM (lodging partners only)

- Package Partners Program (see Package Partners page attached) $275

### OTHER PRINT — available soon!

- On-Campus Visitors’ Map — COMING—STAY TUNED! $5,000
- 2023 Group Travel / Teachers First Brochures — COMING—STAY TUNED! $250

### 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.

Have a credit with OSF? Deduct it here. >>

Corporate Partner, Bronze level or above? (see page 2) Deduct 10% here. >>

<table>
<thead>
<tr>
<th>Signature</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td></td>
</tr>
</tbody>
</table>

Date

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### TOTAL AMOUNT

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less OSF credit:</td>
<td>$</td>
</tr>
<tr>
<td>Less Corp. Partner Credit:</td>
<td>$</td>
</tr>
<tr>
<td>AMOUNT DUE</td>
<td>$</td>
</tr>
</tbody>
</table>
OSF 2022 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 2022 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. A deposit of 50% of the total amount is due by the ad copy deadline and payment in full is due 30 days after publication unless otherwise specified below.
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 publication 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.

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

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

E-Newsletters/Emails: Priority for sole monthly ad is given on first-received basis. The ad submitted will be printed as is.

Package Partner designation is restricted to lodging properties only. Package Partner must also purchase an advertisement in the Visitors’ Guide, Playbill, or on the Web. Please see additional Package Partner agreements on page 4.

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

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

Accommodations Partners Only:
Please indicate your City of Ashland Planning Action # here: _________________

*Note: 1st payment due at contract deadline or contract signing date, if after deadline.

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### Playbill Ad Dimensions

<table>
<thead>
<tr>
<th>Ad Type/Sz</th>
<th>Full page</th>
<th>1/2 page vertical</th>
<th>1/2 page horizontal</th>
<th>1/4 page</th>
<th>1/8 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>B &amp; W</td>
<td>4.75&quot;w x 8.25&quot;h</td>
<td>2.25&quot;w x 8.25&quot;h</td>
<td>4.75&quot;w x 4&quot;h</td>
<td>2.25&quot;w x 4&quot;h</td>
<td>2.25&quot;w x 1.875&quot;h</td>
</tr>
<tr>
<td>Full Color</td>
<td>5.5&quot;w x 9&quot;h trim size*</td>
<td>*add .25&quot; on all four sides for full bleed; all live matter must be .25&quot; from trim edge</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Visitors’ Guide
Trip planner mailed to 80,000+ households and distributed around Ashland and Southern Oregon

### Playbills
8 individual playbills  
2 advertising periods

<table>
<thead>
<tr>
<th></th>
<th>Early Spring Special</th>
<th>Summer – Fall – Winter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Playbills</strong></td>
<td>Apr 12 – Oct 30</td>
<td>Oct 14 – Nov 30</td>
</tr>
<tr>
<td><strong>Once on This Island</strong></td>
<td>April 12</td>
<td>April 12 – October 30</td>
</tr>
<tr>
<td><strong>unseen</strong></td>
<td>April 12</td>
<td>July 31</td>
</tr>
<tr>
<td><strong>August Wilson’s How I Learned What I Learned</strong></td>
<td>May 3 – July 30</td>
<td></td>
</tr>
<tr>
<td><strong>The Tempest</strong></td>
<td></td>
<td>June 1 – October 15</td>
</tr>
<tr>
<td><strong>Revenge Song</strong></td>
<td></td>
<td>June 2 – October 14</td>
</tr>
<tr>
<td><strong>King John</strong></td>
<td>August 17 – October 29</td>
<td></td>
</tr>
<tr>
<td><strong>Confederates</strong></td>
<td></td>
<td>August 23 – October 29</td>
</tr>
<tr>
<td><strong>It’s Christmas, Carol!</strong></td>
<td>November–Late December</td>
<td></td>
</tr>
</tbody>
</table>

For play descriptions and more, click on play titles above or go to osfashland.org/season.
OSF Lodging Package Partner Agreements—2022 Season

1. OSF’s goal is to partner with our community and lodging partners. With the significant decrease in ticket prices and discounts offered, the Package Partner program has been updated. These updates were 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 Package Partner program.

2. As an incentive to participate in the program and to accommodate the late start, the regular $275 yearly fee will be waived for the 2022 season. The program runs through the 2022 season, from March 1, 2022, through December 31, 2022. Tickets must be purchased by October 31, 2022 and used by December 31, 2022. However, discounted tickets are only available for performances outlined below.

3. OSF agrees to provide Package Partners (PP) with special 20% off Promo Codes for guests to use for Economy and Standard performances, Zone 1 seating only during the entire 2022 season. *Excludes Zone 2 seating and any Premier Performances in the Angus Bowmer Theatre, Thomas Theatre, Allen Elizabethan Theatre and Allen Elizabethan Theatre Box Seats.

<table>
<thead>
<tr>
<th>Ticket Pricing</th>
<th>Zone 1</th>
<th>Performance Day and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>$55</td>
<td>Tues. Matinee &amp; Evening, Wed. Matinee, Thurs. Matinee</td>
</tr>
<tr>
<td></td>
<td>$44</td>
<td>with 20% discount</td>
</tr>
<tr>
<td></td>
<td>$52</td>
<td>with 20% discount</td>
</tr>
<tr>
<td>Premium*</td>
<td>$75</td>
<td>Fri. Evening, Sat. Evening, Sun. Matinee, and Opening performances throughout the season.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>no discount</td>
</tr>
</tbody>
</table>

Other performances may be added at the discretion of OSF. Package Partners will be notified if additional performances are added to the program.

4. OSF package tickets will be purchased by a PP Guest using a unique Promo Code issued to the PP. 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 PP Guest to accurately determine availability of OSF seats prior to purchasing lodging/ticket package from the PP. Neither OSF nor PP will be held liable for seating availability.

5. At the end of the season, the total number of tickets purchased using the PP’s unique Promo Codes will be tallied. A $5 advertising credit per ticket sold, up to $1,500, will be calculated and applied to the PP’s account with OSF. This credit will be used for the following season’s advertising only. Cash for this credit will not be refunded. This credit is not transferable. If any credit remains on the PP’s account at the end of the following season, it will be forfeit.

6. The Package Partner Program will be featured on the OSF website under the Plan Your Visit tab. A Lodging Packages category section, under Visitor Info, Accommodations, will communicate the program to site visitors. A link to the PP’s website or “special package” page on the site will be included.

7. OSF will 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.

8. PP will promote and market their own packages as they see fit. OSF reserves the right to review language describing the Festival and any plays to ensure accuracy and proper OSF branding.

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

10. OSF will provide some print collateral for guest gift packages as requested, which might include Season Brochure, Visitors’ Guide, or other items.

11. PP Guests will be given complimentary “Ticket Insurance” according to the Ticket Insurance rules stated on the OSF website.

12. 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.