



2208 Millers Rd., Wilmington, DE 19810  
www.NCTstage.org 302-475-2313

## 2019 ADVERTISING INFORMATION

There are many great reasons to advertise with Candlelight Theatre!

- Your message will reach 20,000 people a year (more than 3,000 people per mainstage production)
- On average, audience members are older than 35 with high levels of discretionary income
- We are the ONLY dinner theatre in Delaware, and one of only a few within a 100-mile radius of our location
- You will be viewed as a supporter of the arts; theatre-goers tend to be loyal to businesses who support the arts because they understand the connection between the arts and quality of life
- Your advertising dollars help us continue to provide high-quality live entertainment to the community at a reasonable price

Haven't experienced Candlelight for yourself? Here are some of our patrons' comments: *"This place is unique, fun, and worth every penny of the ticket!"* ★ *"Not only will I come back again, but I'll share Candlelight Theatre with others who are keen about classic quality entertainment."* ★ *"This venue is not to be missed. I drive 90 miles each way."* ★ *"The show is comparable to anything you will see on Broadway."* ★ *"This treasure in Delaware is THE place to enjoy top-notch professional shows at a fraction of the big-city price."*

### PLAYBILL ADVERTISING

Finished playbills measure 5½ inches wide by 8½ inches high, and are printed on high quality glossy paper with a color front and back cover. Every audience member attending Candlelight Theatre mainstage shows receives a playbill. Your playbill advertisement will be seen by more than 3,000 people per show run (20 – 25 shows in a run). Season advertisers will reach approximately 20,000 Candlelight audience members! Theatre-goers tend to thoroughly read playbills at the theatre and often bring them home as keepsakes and pass them along to friends and family.

	Dimensions	6X (entire 2019 season)	1X
<b>Double Center</b>	10"W x 7½"H	\$750 per ad (total \$4,500)	\$800
<b>Outside Back Full Page (color)</b>	4½"W x 7½"H	\$650 per ad (total \$3,900)	\$700
<b>Inside Back Full Page</b>	4½"W x 7½"H	\$500 per ad (total \$3,000)	\$550
<b>Full Page</b>	4½"W x 7½"H	\$375 per ad (total \$2,250)	\$425
<b>Half Page</b>	4½"W x 3¾"H	\$200 per ad (total \$1,200)	\$250
<b>Third Page</b>	4½"W x 2¼"H	\$150 per ad (total \$900)	\$175
<b>Quarter Page Horizontal</b>	4½"W x 1¾"H	\$125 per ad (total \$700)	\$150
<b>Quarter Page Vertical</b>	2¼"W x 3¾"H	\$125 per ad (total \$700)	\$150

- The 6X (season rate) includes advertising in all 6 mainstage playbills during 2019
- The 1X rate is the rate to advertise in single playbills. Deadlines for advertising in the playbills of the **2019 shows** are as follows:
  - **Guys and Dolls** (January 19 – February 24, 2019)
    - Deadline to reserve space: **January 2, 2019**
    - Deadline to submit ad: **January 7, 2019**
  - **Curtains** (March 16 – April 20, 2019)
    - Deadline to reserve space: **February 25, 2019**
    - Deadline to submit ad: **March 4, 2019**
  - **Lend Me a Tenor** (May 11 – June 23, 2019)
    - Deadline to reserve space: **April 22, 2019**
    - Deadline to submit ad: **April 29, 2019**

- **South Pacific** (July 13 – August 25, 2019)
  - Deadline to reserve space: **June 24, 2019**
  - Deadline to submit ad: **July 1, 2019**
- **Catch Me If You Can** (September 14 – October 20, 2019)
  - Deadline to reserve space: **August 26, 2019**
  - Deadline to submit ad: **September 2, 2019**
- **Christmas by Candlelight** (November 16 – December 22, 2019)
  - Deadline to reserve space: **October 21, 2019**
  - Deadline to submit ad: **October 28, 2019**

- Double Center (Center Spread) ad is composed of two, side-by-side full pages in the center of the program.
- Outside Back Cover ad is a full-page color ad. All of the other ads are black-and-white.
- A business card may be submitted as a quarter-page ad.
- Ads must be submitted print-ready, as a JPG, PDF, or PNG, minimum 300 DPI.
- Full-Page 2019 season playbill advertisers (Full Page, Inside Back Full Page, Outside Back Full Page and Double Center) receive a FREE closed-circuit digital screen color ad for 2019 season.
- Nonprofit advertisers receive a 15% discount on any size ad.
- **Space cannot be reserved without payment.**
- Send ads electronically to Gerri Weagraff at [ads.candlelighttheatre@gmail.com](mailto:ads.candlelighttheatre@gmail.com).
- Mail advertiser form with check or credit card information to Candlelight Ads, c/o Gerri Weagraff, 803 Smyrna Avenue, Wilmington DE 19809. OR call Gerri Weagraff at 302-379-3036 to place the ad order.

#### DIGITAL TV SCREEN ADVERTISING

This is a color ad that will run on Candlelight Theatre’s closed-circuit 55-inch flat-screen television located in the theatre, in full view of the entire audience. It will be seen by more than 20,000 people a year, on a rotating basis along with other digital screen advertisers. The screen ads will run during the two-hour period prior to showtime for the 6 mainstage productions. They will also run during monthly Comedy Nights, special shows, and concerts.

	Digital Screen Ad ONLY	Digital Screen Ad combined with Half-Page, or Quarter-Page playbill ad
<b>Any Two Shows in 2019 (approx. 3-month period)</b> plus all other events occurring during the 3-month time frame (monthly Comedy Nights, special shows, concerts)	\$300	\$250
<b>2019 Half Season</b> <i>January 1 – June 30:</i> Includes <i>Guys and Dolls</i> , <i>Curtains</i> , and <i>Lend Me a Tenor</i> <i>OR July 1 – December 31:</i> Includes <i>South Pacific</i> , <i>Catch Me If You Can</i> , and <i>Christmas by Candlelight</i> plus all other events occurring during the 6-month time frame (monthly Comedy Nights, special shows, concerts)	\$500	\$400
<b>2019 Full Season</b> Includes 6 mainstage shows ( <i>Guys and Dolls</i> , <i>Curtains</i> , <i>Lend Me a Tenor</i> , <i>South Pacific</i> , <i>Catch Me If You Can</i> , and <i>Christmas by Candlelight</i> ) plus all other events (see above)	\$1,000	\$800

- Full-Page 2019 season playbill advertisers (Full Page, Inside Back Full Page, Outside Back Full Page and Double Center) receive a FREE closed-circuit digital screen color ad for 2019 season.
- Digital screen ad must be submitted presentation-ready in a widescreen 16 X 9 aspect ratio. JPG, TIFF, PDF, Word, and PowerPoint formats are accepted, in a file size that is under 10 MB.
- Nonprofit advertisers receive a 15% discount.
- **Space cannot be reserved without payment.**
- Send ads electronically to Gerri Weagraff at [ads.candlelighttheatre@gmail.com](mailto:ads.candlelighttheatre@gmail.com).
- Mail advertiser form with check or credit card information to Candlelight Ads, c/o Gerri Weagraff, 803 Smyrna Avenue, Wilmington DE 19809. OR call Gerri Weagraff at 302-379-3036 to place the ad order.

*Questions? Call Gerri Weagraff at 302-379-3036 or e-mail [ads.candlelighttheatre@gmail.com](mailto:ads.candlelighttheatre@gmail.com).  
Interested in SPONSORING a show or an entire season? Call Gerri Weagraff for details!*

**Advertising Policies**

All advertising is payable in advance. Candlelight Theatre reserves the right to reject any copy at its sole discretion. Candlelight Theatre does not guarantee ad position; however, requests will be honored whenever possible. The advertiser assumes liability for all content of ads printed and assumes responsibility for any claims.