



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

2021 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 theater 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; theater-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! Theater-goers tend to thoroughly read playbills at the theater and often bring them home as keepsakes and pass them along to friends and family.

	Dimensions	4X (entire 2021 season)	1X
Double Center	10"W x 7½"H	\$750 per ad	\$800
Outside Back Full Page (color)	4½"W x 7½"H	\$650 per ad	\$700
Inside Back Full Page	4½"W x 7½"H	\$500 per ad	\$550
Full Page	4½"W x 7½"H	\$375 per ad	\$425
Half Page	4½"W x 3¾"H	\$200 per ad	\$250
Third Page	4½"W x 2¼"H	\$150 per ad	\$175
Quarter Page Horizontal	4½"W x 1¾"H	\$125 per ad	\$150
Quarter Page Vertical	2¼"W x 3¾"H	\$125 per ad	\$150

- The 4X (season rate) includes advertising in all 4 mainstage playbills during 2021
- The 1X rate is the rate to advertise in single playbills. Deadlines for advertising in the playbills of the **2021 shows** are as follows:
 - ***Beehive: The 60's Musical*** (June 12 – July 18, 2021)
 - Deadline to reserve space: **May 24, 2021**
 - Deadline to submit ad: **May 31, 2021**
 - ***Ain't Misbehavin'*** (July 31 – August 29, 2021)
 - Deadline to reserve space: **July 12, 2021**
 - Deadline to submit ad: **July 19, 2021**
 - ***The Best of Candlelight*** (September 18 – October 31, 2021)
 - Deadline to reserve space: **August 30, 2021**
 - Deadline to submit ad: **September 6, 2021**

○ *A Christmas Carol by Candlelight* (November 20 – December 22, 2021)

- Deadline to reserve space: **November 1, 2021**
- Deadline to submit ad: **November 8, 2021**

- 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 2021 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 2021 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.
- 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 theater, 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 4 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
2021 Half Season <i>June 1 – August 31:</i> Includes <i>Beehive: The 60’s Musical</i> and <i>Ain’t Misbehavin’</i> <i>OR September 1 – December 31:</i> Includes <i>The Best of Candlelight</i> and <i>A Christmas Carol by Candlelight</i> plus all other events occurring during the 3-month time frame (monthly Comedy Nights, special shows, concerts)	\$300	\$250
2021 Full Season Includes 4 mainstage shows (<i>Beehive: The 60’s Musical</i> , <i>Ain’t Misbehavin’</i> , <i>The Best of Candlelight</i> , and <i>A Christmas Carol by Candlelight</i> plus all other events (see above)	\$500	\$400
Advertiser signature, authorizing ad(s) indicated above: <div style="text-align: right;">DATE: _____</div>		

- Full-Page 2021 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 2021 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.
- 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.
 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.