



Program Book Advertising Information 2026 - 2027 Season

Support **Eisemann Center Presents** programming and residency activities by advertising in the season programs. Your message will reach the affluent, loyal, and influential audiences that attend live arts performances. **Each program book is produced individually so your ad can change often.** This allows more flexibility in your messaging than other arts programs printed all at once.

FULL COLOR COVER AND INSIDE AD PRICES

FULL SEASON - \$7,500 Outside Back Cover			
FULL SEASON - \$5,500 Inside Front Cover or Inside Back Cover			
2026-2027	Full Page	Half Page	Quarter Page
Full Season	\$2,700	\$2,000	\$1,500
Half Season	\$1,800	\$1,300	\$1,000
Single Show	\$400	\$350	\$300

BLACK AND WHITE AD PRICES

2026-2027	Full Page	Half Page	Quarter Page
Full Season	\$2,200	\$1,600	\$1,100
Half Season	\$1,400	\$1,100	\$900
Single Show	\$300	\$200	\$150

MECHANICAL REQUIREMENTS

- High resolution pdf files are accepted.
- All images should be 300 dpi.
- Full color ads are available in select positions.
- Ads may be submitted in InDesign, Photoshop or Illustrator or on CD. MS Publisher, Word, Quark & Pagemaker files are not acceptable.
- Ads submitted must be camera-ready and accurately sized. If advertisers need any assistance with production the Eisemann Center Marketing Department will design and produce an ad for a \$100 fee. Minimal updates are \$25.

DISPLAY AD SIZES

Size	Image Specs
Full Page	4.75" x 7.75"
Half Page - Vertical	2.35" x 7.75"
Half Page - Horizontal	4.75" x 3.75"
Quarter Page - Horizontal	4.75" x 1.78"
Artwork for 1st ad due by 9/11/23.	

Eisemann Center Audience Demographics

- 79% College Graduates
- 68% Professional / Managerial
- 71% Homeowners
- 73% Travel Twice a Year
- 77% Dine Out Weekly
- Average Household Income is \$194,940



For more information or to submit ads and artwork, please contact Erica Hedderich at 972-744-4612 or email Erica.Hedderich@cor.gov.



Eisemann Center Presents

Contract for Program Advertising

Full 2026-2027 Season Program

Ads

Eisemann Center Presents Program Ad Order Details

Check Ad Choice:	Full Season	Half Season	Single Show
Back Cover	\$7,500 _____	N/A	N/A
Inside Back Cover	\$5,500 _____	N/A	N/A
Full Page (Full Color)	\$2,700 _____	\$1,800 _____	\$400 _____
1/2 Page (Full Color)	\$2,000 _____	\$1,300 _____	\$350 _____
1/4 Page (Full Color)	\$1,500 _____	\$1,000 _____	\$300 _____
Full Page (B&W)	\$2,200 _____	\$1,400 _____	N/A
1/2 Page (B&W)	\$1,600 _____	\$1,100 _____	N/A
1/4 Page (B&W)	\$1,100 _____	\$ 900 _____	N/A

Check All That Apply

- D New advertiser
 - D Same ad as last season
 - D Revise last season ad
 - D New ad artwork to come
- Special Instructions: _____

A \$100 charge will be incurred for any ad not camera-ready. Deadline for season orders and ad materials is September 13, 2024. Ads can be changed for subsequent shows if desired. Submit ads as high resolution pdf files to Erica.Hedderich@cor.gov. All color ads must be in CMYK mode, and all photos should be 300 dpi or greater.

Please Print or Type

Company _____

Mailing Address _____

Street Address _____

City/State _____ Zip _____

Email Address _____ Phone _____

Printed Name of Authorized Representative _____

Signature _____ Date _____

PAYMENT: D Check Enclosed D Discover D Mastercard
 D Invoice D Visa D American Express

Card Number: _____ Expiration _____

Signature _____ Security Code _____

Please complete form and return to your sales representative or email it to
Erica.Hedderich to secure your ad placement.