

# SOUTH VALLEY CIVIC THEATRE ADVERTISING

## South Valley Civic Theatre (SVCT)

offers a variety of productions to ensure that everyone has an opportunity to explore their talents - children, teens, & adults, singers & dancers, comedic & dramatic actors.

For you, the advertiser, the shows draw varying audiences allowing for both demographic focus and/or "broad-brush" type advertising.

Like with all advertising, the more consistently our patrons see you, the more likely they are to seek you out when they need a product or service that you offer. With SVCT, you have five shows during which you can promote your business - choose one, a combination, or all five.

Unlike other advertising, that is strictly "self-serving", promoting your business through South Valley Civic Theatre also tells the community that you and your business support the arts, specifically performing arts, in both Morgan Hill and Gilroy.



2019 - 2020

## Advertising Rates

Both black and white and 4-color advertising is available in our programs:

Quarter Page - \$85 (\$100 for color)

Half Page - \$155 (\$180 for color)

Full Page - \$265, (\$305 for color)

Discounts as great as **20%** are available when multiple placements are selected.

## Sponsorship Opportunities

\$1,200 per show

A sponsor's logo is placed on all posters, direct mail, bulk email, and program covers.

This type of advertising is more "institutional" in nature, promoting the sponsor as a supporter of local theater.

It has the greatest reach of all advertising opportunities as it reaches all SVCT subscribers - approximately 3,000 - in addition to the show attendees.

## Contact

Scott Lynch 408.761.1330

rslynch@garlic.com

## THE 51ST SEASON

**Children's Musical - "Cinderella"**, Based on the classic fairy tale, Rogers and Hammerstein's adaptation will be performed by local children. With its familiar songs and plot, it will provide family entertainment for all ages with the audience expected to be composed of children and parent- and grandparent-aged, family-focussed adults.

**Heartwarming Play - "Steel Magnolias"** - Set in a beauty salon in small-town Louisiana, this popular play features well-drawn characters. New audiences are expected such as groups of women attending together.

**Jukebox Rock Musical - "Rock of Ages" (High School Edition)** - Rock of Ages tells the story of a small-town girl, a city boy, and a rock 'n' roll romance on the Sunset Strip. The cast will be composed of youth, aged 13 to 19. Our teen productions regularly play to sold-out houses and appeal to a wide range of traditional adult audiences in addition to teens, parents, families, and grandparents.

**Seductive, Compelling Masterpiece - "Cabaret"** - This intense Broadway hit has instant name recognition and is expected to appeal to a broad range of adult audiences with well-attended performances.

**Modern Broadway Sensation - "Beauty & the Beast"** - Another timeless and enduring classic fairy tale, this musical, with its captivating characters, costumes and songs, is anticipated to appeal to theater goers of all ages. Given its broad appeal and its well-known songs, performances are expected to sell-out.

Resident Company of the Morgan Hill Community Playhouse  
Monterey & 5th Streets, Morgan Hill, CA 95037



# SOUTH VALLEY CIVIC THEATRE PROGRAM ADVERTISING

Advertise in our show programs. Reach a potential of 6500+ customers and clients who see your ads at each of 50+ performances during the season. Rates are very reasonable and visibility is high. **And it's tax deductible!**

## BLACK & WHITE AD RATES - Ads are placed throughout the program

*Art work due 3 weeks prior to show open.*

	1 show	2 shows	3 shows	4 shows	5 shows
<i>Advertise in Multiple Shows &amp; Save!</i>		Save 5%	Save 10%	Save 15%	Save 20%
QUARTER PAGE (approx 4" w x 2" h)	\$ 85	\$160	\$230	\$290	\$ 340
HALF PAGE (approx 4" w x 4" h)	\$155	\$295	\$420	\$530	\$ 620
FULL PAGE (approx 4" w x 8" h)	\$265	\$505	\$715	\$900	\$1,060

Full Page Advertisers for 5 Shows receive:  
- TWO season tickets (\$200 Value)

## COLOR (GLOSSY) AD RATES - Inside program cover + color ad page insert

*Limited color ad space is available; please check with coordinator: [advertising@SVCT.org](mailto:advertising@SVCT.org)*

*Art work due 6 weeks prior to show open.*

	1 show	2 shows	3 shows	4 shows	5 shows
<i>Advertise in Multiple Shows &amp; Save!</i>		Save 5%	Save 10%	Save 15%	Save 20%
QUARTER PAGE (approx 4" w x 2" h)	\$100	\$185	\$265	\$ 335	\$ 395
HALF PAGE (approx 4" w x 4" h)	\$180	\$340	\$485	\$ 610	\$ 720
FULL PAGE (approx 4" w x 8" h)	\$305	\$580	\$820	\$1,035	\$1,220

Full Page Advertisers for 5 Shows receive:  
- TWO season tickets (\$200 Value)  
- Logo Advertising on [www.SVCT.org](http://www.SVCT.org) (with a link to your website) as one of our valued sponsors

## GENERAL INFORMATION

1. Artwork deadlines are: Black and White - 3 weeks prior to opening; Color - 6 weeks prior to opening.
2. Ads must be prepaid; submit payment with submission form.
3. Ad artwork is the responsibility of the advertiser. Ad artwork should be "camera ready". Preferred electronic file formats would be pdf or jpg.
4. Sizes of ads are all approximate and may be slightly adjusted for best placement within a show program at the discretion of the program designer. A proof copy of the ad is not supplied unless specifically requested.
5. Changes to ad copy for future program print productions can be made on request. Changes cannot be made to programs already printed.
6. SVCT has one children's show, one teen show, one major musical, and two additional shows for a total of five shows for the season. Each of the five shows typically has at least ten performances, adding up to 50+ total performances for the season. Ads purchased for more than one show may run into multiple seasons.
7. Performances are held at the Morgan Hill Community Playhouse near the corner of Monterey Road and Dunne Avenue. The Playhouse seats a maximum of 186.
8. SVCT is a non-profit community theater company serving the South County since 1967. Advertising is tax deductible as a donation to a non-profit group (for private individuals) and is tax deductible as an advertising expense (for businesses).
9. Programs are viewed by a captive audience and are frequently taken home by family members of the cast to be saved. They are also posted with show information on our website, [www.SVCT.org](http://www.SVCT.org) (and retained on the website with our show archives). This all gives advertisers very good exposure to our audience (potential buyers).
10. For further advertising information, contact the program's coordinator or email [advertising@SVCT.org](mailto:advertising@SVCT.org).



# SVCT PROGRAM ADVERTISING ORDER FORM

Select # of Shows:     5 Shows     4 Shows     3 Shows     2 Shows     1 Show

Type of Ad:     **BLACK & WHITE**  
Artwork due 3 weeks prior to opening       **COLOR** (limited space, please check with program coordinator)  
Artwork due 6 weeks prior to opening

Quarter Page (approx 4" w x 2" h)       Half Page (approx 4"x 4")       Full Page (approx 4" w x 8" h)

For 5 Show color full page ad, please also provide desired logo and website link (for logo advertising on SVCT.org)

Your website url: \_\_\_\_\_

*Full Page Ad: approximately 4" w x 8" h*

**Advertisement to appear in Show(s):** \_\_\_\_\_

**Business Name** \_\_\_\_\_ **Contact Person** \_\_\_\_\_

**Phone** (\_\_\_\_) \_\_\_\_\_ **Fax** (\_\_\_\_) \_\_\_\_\_ **Email** \_\_\_\_\_

**Amount Received** \_\_\_\_\_ **Check #** \_\_\_\_\_ **Special Notes** \_\_\_\_\_

**Sold by** \_\_\_\_\_ **Date Sold** \_\_\_\_\_

**\*\*\* PLEASE ATTACH CHECK TO FORM AND GIVE TO PRODUCER \*\*\***

*Half Page Ad: approximately 4" w x 4" h*

*Quarter Page Ad: approximately 4" w x 2" h*

**NOTE:** Sizes of ads are all approximate and may be slightly adjusted for best placement within a show program at the discretion of the program designer.