

PLAYBILL ADVERTISING

Reach our Patrons

Close to 2,000 people attend a major production at Maranatha each semester. Your ad will be seen by students and employees as well as the Watertown community. Don't miss out on this great advertising opportunity!

About the Playbill

Each patron who sees a college play is offered a playbill. The majority arrive early and read it prior to the performance. They will see your color display ad as well as a cast list, synopsis of each act, cast biographies, calendar of upcoming events, and list of Fine Arts Club donors. Many will read your ad between acts and after the play as well. Patrons will also keep and share their playbill with others.

Advertising Rates

Ad Size		Spring only	Spring & Fall
1/8 page	(2 free tickets)	\$100	\$150
1/4 page	(2 free tickets)	\$125	\$200
1/2 page	(4 free tickets)	\$160	\$260
Full page	(6 free tickets)	\$250	\$400
Inside cover	(tickets negotiable)	\$300	\$500
Back cover	(tickets negotiable)	Negotiable	

Please make checks payable to Maranatha Baptist University,
Memo: Attention Isaiah Oetken playbill advertising.

Artwork Requirements

Please send your high-quality PDF, JPEG, or TIFF image (330 ppi) as an email attachment to communications@mbu.edu. Please include designers's name, email address, and phone number.



Above: Example of 1/2 page ad

Left: Example of 1/8 page ad

Below: Example of 1/4 page ad



Size Requirements

1/8 page	2-1/2" x 2"	or	675 x 600 pixels
1/4 page	4-3/4" x 2"	or	1425 x 600 pixels
1/2 page	4-3/4" x 4"	or	1425 x 1200 pixels
Full page	4-3/4" x 7-3/4"	or	1425 x 2100 pixels
Inside cover	4-3/4" x 7-3/4"	or	1425 x 2100 pixels
Back cover	4-3/4" x 7-3/4"	or	1425 x 2100 pixels

Tips for Playbill Ad Layouts

- Select your ad size
- Choose your message and artwork
- Design a simple and easy-to-understand ad
- Use a font larger than 10 pt

Deadlines

Reservation and artwork deadline: February, 16 2024.

For More Information or Assistance

Contact Isaiah Oetken at Isaiah.Oetken@mbu.edu



745 West Main Street
Watertown, WI 53094
920.261.9300 mbu.edu

PLAYBILL ADVERTISING

