



**THE REPERTORY THEATRE  
OF ST. LOUIS**

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THE 45th SEASON  
**2011-2012**

MAINSTAGE  
PROGRAM ADVERTISING

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*Red*

September 7 – October 2

*God of Carnage*

October 12 – November 6

*The Adventures of Tom Sawyer*

November 30 – December 23

*Sunday in the Park with George*

January 4 – 29

*Race*

February 8 – March 4

*The Comedy of Errors*

March 14 – April 8

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Dramatic advertising reaching St. Louis' affluent,  
highly educated and dedicated audiences.

## About The Rep

Since 1966, The Repertory Theatre of St. Louis has been the region's premier live, professional theatre. With three performing venues, The Rep is dedicated to excellence in producing an eclectic range of live theatre of the St. Louis community.

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## About Our Audience

The Rep's audiences are diverse and growing. The average ticket buyer is:

**Affluent** — Most have household incomes greater than \$75,000

2X more likely to have income over \$150,000 than the average area arts buyer

4X more likely to have income over \$150,000 than the average area resident

**Educated** — Most are college graduates

2.5X more likely to have a graduate degree than the average area arts buyer

5X more likely to have a graduate degree than the average area resident

**Established** — Most have owned their homes for 16 years or more

Most are over 50 years old and are married

**Dedicated** — Most households have subscribed for 5 years or more, many for 10 years

89% subscription renewal rate in 2010

**Famous** — Most live in attractive zip codes

Top 10 areas include: Clayton, Ladue, Chesterfield, Frontenac, Ballwin, Des Peres, Creve Coeur,

Webster Groves, University City, Kirkwood

Source: Elliott Marketing Group – Data Mining Analysis – 2009

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## Audiences aren't the only ones who love us...

“The 2010-11 season at The Repertory Theatre of St. Louis has begun with fireworks, both literal and figurative, in the form of a smashing production...” — Robert Boyd, *Talkin' Broadway*

“The Repertory Theatre of St. Louis has produced a staging that is vastly superior to any I have encountered to this point...An excellent evening of theatre, a talented cast and powerful design and direction.” — Chris Gibson, *Broadwayworld.com*

“Powerful and unforgettable...unquestionably must-see theatre.” — Lynn Venhaus, *Belleville News-Democrat*

# Advertising Benefits

Coverage: September 2011 – April 2012

Exposure: 6 plays – 168 performances – 140,000 circulation

**Full page season ad only \$35 per performance and \$0.04 per impression**

Convenience, Flexibility and More

- Each play can be billed individually or secure a 5% discount by paying in full by July 31
- Art can be changed with each play
- Free online advertising with active links year round
- Special-offer printed coupons available upon request

## Rates

### Full Season

(6 plays)

Back Cover (color)	\$8,265	X
Inside Front Cover (color)	7,955	X
Inside Back Cover (color)	7,420	X
Full Page	5,925	1,185
1/2 Page	3,625	725
1/4 Page	1,850	370

### Single Play

(If available)

Ask about special packages  
and multi-show rates!

## Mechanical Requirements

### Dimensions

	Width	x	Height
Covers	5 1/4		9 3/4
Full Page	5 1/4		9 3/4
1/2 vertical	2 1/2		9 3/4
1/2 horizontal	5 1/4		4 3/4
1/4 vertical	2 1/2		4 3/4
1/4 horizontal	5 1/4		2 1/4

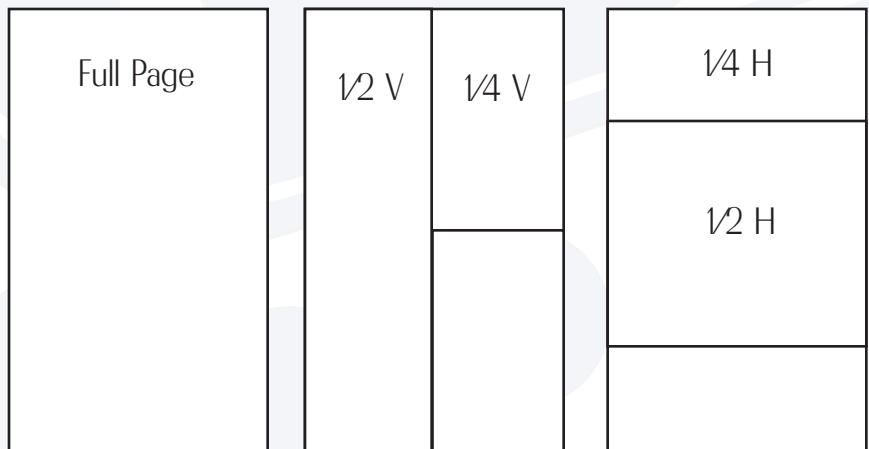
Full page bleed 6 1/2 x 11 1/4.

Trims to 6 1/4 x 10 7/8.

Keep live matter 1/2 inside trim.

No extra charge for bleed.

## Page Layouts



The Rep is proud of our place in the St. Louis community. Your ad in our program shows that you too value the art of theatre in our lives.

Thank you!

## Submission Specifications

Color covers are CMYK. All other ads are BW.

Full page bleeds are available at no additional charge – see mechanical requirements.

Changeable art option is available for each program at no additional charge. All changeable art must be clearly marked with advertiser's name and insertion date. If new art is not provided by deadline date, past advertisement will be run.

## Submission Preferences

\*CD or email (files under 2MB only) with hard copy for proofing. Include all fonts and graphics (300 dpi or better). PDF preferred.

All artwork must be camera-ready to scale. If submitted artwork is not acceptable, you may be referred to a graphic artist. Space fees do not include design or alteration. Additional graphic charges are the advertiser's responsibility and will be billed accordingly.

\*Replication from CD or email cannot be guaranteed

## Space Reservation and Art Deadlines

### *Red*

Space: August 5

Art: August 12

### *God of Carnage*

Space: September 9

Art: September 16

### *The Adventures of Tom Sawyer*

Space: October 28

Art: November 4

### *Sunday in the Park with George*

Space: December 2

Art: December 9

### *Race*

Space: January 6

Art: January 13

### *The Comedy of Errors*

Space: February 10

Art: February 17

## Send Art To:

The Repertory Theatre of St. Louis  
Attn: Program Advertising  
130 Edgar Road  
P.O. Box 191730  
St. Louis, MO 63119  
graphics@repstl.org

## CALL TODAY!

Elise Rebmann

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www.repstl.org/programadvertising