

Near West Theatre Universal Marketing Agreement

Questions? Contact Kevin Kelly:
KKelly@nearwesttheatre.org, or
call: 216-961-9750 ext.103.

Advertising Benefits

This year, NWT will use a universal marketing approach for advertisement for the 2022-2023 fiscal year. Advertisements will run from July 1, 2022, through July 31, 2023, including the following events:

Season Schedule

- ~~Summer Teen Production: All Shook Up, July 15 - July 31~~
- Holiday Intergenerational Production: The Music Man
- Spring Adult Production: Ain't Misbehavin'
- Spring Intergenerational Production: Head Over Heels
- Recognition at the 2022-2023 Annual Benefit
- Any other NWT hosted events

The Details

Advertisements will be placed in the following and will include "hot" links or QR codes that directly link to your company's/ business' website or social media platform - with a higher likelihood of ROI and customer engagement:

- Representation on a dedicated advertisement page on the NWT's website with easy access from the NWT homepage
- Advertisement run on television screens placed in high-traffic areas throughout the building
- Your company's name listed in the pre-show digital projection in the theatre, along with season donors
- Advertisements in digital playbill for all four productions that are accessed by a QR code in every physical playbill

Benefits of advertising with NWT include:

- Exposure - Multiple opportunities for consistent year-round advertising that reaches a diverse audience
- Supporting NWT mean a bigger impact - we provide FREE arts programming for participants of all ages and all walks of life and 350 acting and crew opportunities each year
- Community clout - Our loyal, diverse audience loves to support local businesses (largest concentrations in attendance are from zip codes 44113, 44109, 44111, 44107, and 44102)

Ad Options

- \$1000 – Full page, 5" x 8"
- \$550 – Half Vertical, 2.5" x 8"
- \$550 – Half Horizontal, 5" x 4"
- \$300 – Quarter Vertical, 2.5" x 4"
- \$300 – Quarter Horizontal, 5" x 2"

Payment

Invoices generated at your request. Credit card payments accepted by calling NWT at 216-961-9750.

Fine Print

- For integrity of the digital playbill, we are requesting that all ads be re-submitted this year, regardless of past ad submissions.
- Ads must be submitted in the correct aspect ratio; all others will be returned for edits.
- All ads submitted must be evergreen or usable for the entire season, which runs August - June.
- Please submit your FULL COLOR digital art in PDF (preferred), JPG, or PNG format.
- Payment and artwork are due ASAP after an agreement is submitted.

HALF VERTICAL
2.5w x 8h

FULL
5w x 8h



Season Playbill Ad Specs

HALF HORIZONTAL
5w x 4h

QUARTER VERTICAL
2.5w x 4h

QUARTER HORIZONTAL
5w x 2h