

# 2024 ADVERTISING OPPORTUNITIES

# ABOUT SVST

Spokane Valley Summer Theatre (SVST) is proud to be recognized as our region's premier professional musical theatre company. Our mission is to enrich, entertain and serve the community in a safe, professional environment. Founded in 2015, SVST has grown year-over-year and we are excited to currently be overseeing the construction of our future home, the Idaho Central Spokane Valley Performing Arts Center.

It is our honor to serve through professional live entertainment and education as a beacon of hope and light for our region for many generations to come. Thank you for your support of Spokane Valley Summer Theatre! We appreciate your interest in investing in the local arts & culture landscape. Your support allows us to continue the legacy of professional theatre.



## DISTRIBUTION

- 2023 total attendance: approximately 10,000 patrons.
- 2023 was our best-selling season for the 8th year in a row!
- Season ticket sales increased **64%** from 2022 to 2023.
- *Grease* become our best-selling show in company history (unseating 2022's *Newsies*).
- Season sponsorships grew **70%**.
- Our operating budget increased **120%** from 2022 to 2023!
- We added **4400+** new patrons in 2023!
  - 54% of our new patrons came from outside of Spokane Valley.
  - 39% of our new patrons came from out-of-state.



# ADVERTISE WITH US

Advertise in SVST's Divine Season 9 playbill and promote your business to our patrons! Our audiences are engaged and diverse, and consistently growing year-over-year. All patrons receive a playbill before each performance and save our playbills for years to come!

## DEMOGRAPHICS

- **Primary demographic:** 35-65, college-educated, purchase driven by women, residents from within 10 miles of 99216, and guests from all over Washington, Western Canada, Idaho, Oregon, and Montana.
- **Secondary demographic:** 65+, college-educated, retirees, couples living within 20 miles of 99216.
- **Tertiary demographic:** 30-45, families with children above 8 years old.

## PRICING

All ads included in the playbill are in FULL COLOR.

\$2,000 FULL PAGE - OUTSIDE BACK COVER AD - 5.5" w x 8.5" h with 0.15" bleed

\$1,500 FULL PAGE - INSIDE FRONT COVER AD - 5.5" w x 8.5" h with 0.15" bleed

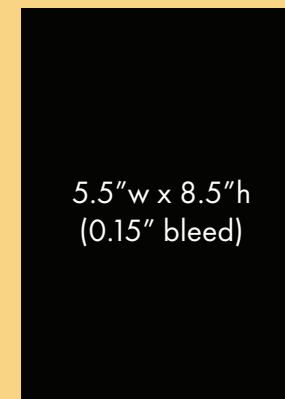
\$1,500 FULL PAGE - INSIDE BACK COVER AD - 5.5" w x 8.5" h with 0.15" bleed

\$1,000 FULL PAGE - 5.5" w x 8.5" h with 0.15" bleed

\$700 HALF PAGE - HORIZONTAL - 5" w x 3.875" h

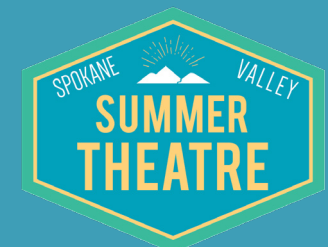
\$700 HALF PAGE - VERTICAL - 2.375" w x 8" h

\*Incomplete ads may incur additional design fees.



Ad must be submitted in PDF format and images must be 300 dpi minimum. Artwork built in CMYK are the preferred format. High-resolution JPEG, TIFF, PNG files are also accepted. Native InDesign files must include linked elements and fonts. All full-page ads must include a 0.15" bleed or will have a white border added. Ads may not use images or quotes from shows in the season.

Ad artwork is due May 3, 2024 to: Melody Chang, Communications & Marketing Director, melody@icsvpac.com.





# SPOKANE VALLEY SUMMER THEATRE 2024 PLAYBILL AD FORM

Please select your ad size:

- \$2,000 - FULL PAGE - OUTSIDE BACK COVER AD - 5.5"w x 8.5"h with 0.15" bleed
- \$1,500 - FULL PAGE - INSIDE FRONT COVER AD - 5.5"w x 8.5"h with 0.15" bleed
- \$1,500 - FULL PAGE - INSIDE BACK COVER AD - 5.5"w x 8.5"h with 0.15" bleed
- \$1,000 - FULL PAGE - 5.5"w x 8.5"h with 0.15" bleed
- \$700 - HALF PAGE - HORIZONTAL - 5"w x 3.875"h
- \$700 - HALF PAGE - VERTICAL - 2.375"w x 8"h

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Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Check #: \_\_\_\_\_ Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Please print, scan and email this form to:  
Melody Chang, Communications & Marketing Director  
melody@icsvpac.com

Or print and send to:  
Spokane Valley Summer Theatre  
P.O. Box 1368  
Spokane Valley, WA 99037

Online payment via credit debit card is available at [svsummertheatre.com/donate](https://svsummertheatre.com/donate)

Corporate invoicing available upon request.