

2025 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

- 2024 total attendance: over 8,000 patrons.
- 2024 was our best-selling season for the 9th year in a row!

- Season ticket sales increased **10%** from 2023 to 2024.
- *Buddy: The Buddy Holly Story* become our best-selling show in company history (unseating 2023's *Grease*).
- Our operating budget increased **120%** from 2022 to 2023!
- Single ticket sales increased an average of **26%** per production from 2023 to 2024.



ADVERTISE WITH US

Advertise in SVST's Season 10 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!

Full-page paid advertisers receive four (4) complimentary tickets to a show of their choice. Tickets may be split between shows and are redeemable for any show date.

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.

\$2,500 FULL PAGE - OUTSIDE BACK COVER AD - 5.5" w x 8.5" h with 0.15" bleed

\$1,750 FULL PAGE - INSIDE FRONT COVER AD - 5.5" w x 8.5" h with 0.15" bleed

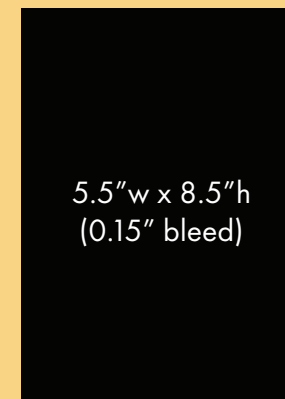
\$1,750 FULL PAGE - INSIDE BACK COVER AD - 5.5" w x 8.5" h with 0.15" bleed

\$1,200 FULL PAGE - 5.5" w x 8.5" h with 0.15" bleed

\$800 HALF PAGE - HORIZONTAL - 5" w x 3.875" h

\$800 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 2, 2025 to: Melody Chang, Communications & Marketing Director, melody@icsvpac.com.





SPOKANE VALLEY SUMMER THEATRE 2025 PLAYBILL AD FORM

Please select your ad size:

- \$2,500 - FULL PAGE - OUTSIDE BACK COVER AD - 5.5"w x 8.5"h with 0.15" bleed
- \$1,750 - FULL PAGE - INSIDE FRONT COVER AD - 5.5"w x 8.5"h with 0.15" bleed
- \$1,750 - FULL PAGE - INSIDE BACK COVER AD - 5.5"w x 8.5"h with 0.15" bleed
- \$1,200 - FULL PAGE - 5.5"w x 8.5"h with 0.15" bleed
- \$800 - HALF PAGE - HORIZONTAL - 5"w x 3.875"h
- \$800 - 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

* Full-page advertisers: To redeem up to four (4) complimentary tickets, please contact our Box Office at barb@icsvpac.com or 509-368-7897.

Online payment via credit debit card is available at svsummertheatre.com/advertisers

Corporate invoicing available upon request.