



# CENTERSTAGE PROGRAM BOOK

## PROVIDENCE PERFORMING ARTS CENTER

### ADVERTISING CONTRACT: 2021 BROADWAY SEASON

**ONE-TIME ONLY SPECIAL PRICING OFFER FOR OUR LOYAL RENEWING ADVERTISERS!**

SIZE	DIMENSIONS (W X H)	BLACK & WHITE	FOUR - COLOR
Full Page	4 ¾ x 7 ½	\$ 5,670.00	\$ 5,900.00
Half Page	4 ¾ x 3 ¾ (horizontal)	\$ 3,270.00	\$ 3,545.00
Half Page	2 3/8 x 7 ½ (vertical)	\$ 3,270.00	\$ 3,545.00
1/3 Page	4 ¾ x 2 ½	\$ 2,565.00	\$ 2,800.00
1/4 Page	2 3/8 x 3 ¾	\$ 2,010.00	\$ 2,250.00

### PREMIUM POSITIONS

SIZE	DIMENSIONS (W X H)	BLACK & WHITE	FOUR - COLOR
Back Cover	4 ¾ x 7 ½	\$ 12,075.00	\$ 12,390.00
Opposite Program Page	4 ¾ x 7 ½	\$ 9,660.00	\$ 9,975.00
Opposite Back Program Page	4 ¾ x 7 ½	\$ 8,980.00	\$ 9,345.00
Inside Front Cover	4 ¾ x 7 ½	\$ 9,660.00	\$ 9,975.00
Inside Back Cover	4 ¾ x 7 ½	\$ 8,980.00	\$ 9,345.00
President's Page (One Third Size)	4 ¾ x 2 ½	\$ 8,980.00	\$ 9,345.00

### CenterStage Artwork (New art due by August 15, 2021)

Size \_\_\_\_\_ New Art or Rerun \_\_\_\_\_ B/W or Four Color \_\_\_\_\_

Advertising Total \_\_\_\_\_

Contract and half payment due by June 15, 2021 to take advantage of special pricing.

**(5 month automatic credit card payment plans are available upon request.)**

Enclosed is a check payable to the Providence Performing Arts Center as payment for our advertising. I understand that this payment is non-refundable, and that advertising may not be modified or cancelled after printing. All artwork must be camera-ready and proofs will not be provided. I also understand that CENTERSTAGE is pre-printed to keep rates as reasonable as possible; this advertising is non-commissionable.

Company Name \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_  
 Email \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

Signed contracts may be faxed at any time: ATTENTION: Sharon Corcoran, fax # (401) 421-5767

**Mail contracts and payments directly to:**

**Sharon Corcoran, CenterStage Advertising Sales Representative,  
 Providence Performing Arts Center, 220 Weybosset Street, Providence RI 02903-3783**



# CENTERSTAGE PROGRAM BOOK

## PROVIDENCE PERFORMING ARTS CENTER

### 2021 Season

Thank you for expressing an interest in placing an advertisement in our 2021 **CenterStage Program Book**. Enclosed you will find the **CenterStage** contract form and information regarding the procedure for submitting artwork and payments. If you have never placed an ad, please consider some of the many benefits of promoting your business in our **CenterStage Program Book**.

- Generally, our audience is in the 35 – 65 age group.
- Most of our patrons are well educated, having at least a bachelor's degree with an income range of \$75K plus.
- Our patrons represent thousands of dollars of purchasing power.
- Your ad will be seen by thousands of our loyal patrons who attend multiple performances each season.
- Patrons regularly bring home their program books and share them with multiple friends and family members after their theatre-going experience.
- They will see your BROADWAY BUZZ ad on our website regularly.
- You are demonstrating your commitment to the arts, while tapping into a market that appreciates your efforts.

---

### About the Theatre

- Providence Performing Arts Center opened on October 6, 1928 and is celebrating its 92<sup>nd</sup> anniversary during the 2021 season.
- With more than 3,000 seats and a beautifully-restored interior, the theatre is second only in size in New England to Boston's Citi Performing Arts Center (formerly The WangCenter.)
- This magnificent venue plays host to a wide variety of performances ranging from Broadway musicals, concerts, movies, and ballets and has repeatedly proven its importance in Rhode Island's cultural life.

### About the 2021 Season

Our 2021 season will begin in October 2021. Our new season show schedule, other PPAC information, and latest news can be found on our website at [www.ppacri.org](http://www.ppacri.org)

**If you have any questions, contact:**

Sharon Corcoran  
CenterStage Advertising Sales Representative  
(401) 574-3136  
Email: [direct@ppacri.org](mailto:direct@ppacri.org)



# CENTERSTAGE PROGRAM BOOK

## PROVIDENCE PERFORMING ARTS CENTER

### 2021 Season

#### WHAT TO SUBMIT

- High Resolution PDF (preferred), TIFF or JPEG

#### FILE REQUIREMENTS

- All images must be at least 300dpi
- All fonts should be converted to outlines or embedded in file
- All files must be CMYK
- Document size must be the correct ordered ad size
- Ad must be ready to send to printer as supplied, no additional proofs will be supplied by PPAC or printer.
- If ad needs to have any changes made, additional charges will be billed to the client

#### WHERE TO SEND ARTWORK

**Send artwork to:**

**[lindsay@tandemdesignworks.com](mailto:lindsay@tandemdesignworks.com)**

**If you have any questions, contact:**

Sharon Corcoran

CenterStage Advertising Sales Representative

(401) 574-3136

Email: [direct@ppacri.org](mailto:direct@ppacri.org)