2021-22 DIGITAL PLAYBILL
ADVERTISING RATES

More than 25,000 high-income, educated patrons from within a 30-mile radius of Lowell will attend Merrimack Repertory Theatre performances this season.

TRADE: Trade opportunities possible!

BONUS: Advertisers receive complimentary ticket offers to all shows! (Minimum Gift Value $390)

<table>
<thead>
<tr>
<th>Rates (black/white or color)</th>
<th>5 Plays</th>
<th>4 Plays</th>
<th>3 Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (5”x8”)</td>
<td>$2,550</td>
<td>$2,040</td>
<td>$1,530</td>
</tr>
<tr>
<td>Half Page (5”x3.875”)</td>
<td>$1,275</td>
<td>$1,020</td>
<td>$765</td>
</tr>
<tr>
<td>Quarter Page Vertical (2.125”x3.875”)</td>
<td>$638</td>
<td>$510</td>
<td>$383</td>
</tr>
<tr>
<td>Quarter Page Horizontal (5”x1.8”)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Eighth Page (2.125”x1.8”)</td>
<td>$319</td>
<td>$255</td>
<td>$191</td>
</tr>
</tbody>
</table>

Non-profits, deduct an additional 10%. Trade opportunities available. Restaurants that purchase a full, half, or quarter page ad receive all of the Restaurant Partner benefits below.

BUY or TRADE: Restaurant Partners Listings
Our restaurant partners receive numerous benefits for purchasing a listing or for trading meals. Benefits include:
- Inclusion in the RESTAURANT PARTNERS section of all playbills (25,000 patrons)
- Restaurant Partners page on website (monthly visitors 8,471)
- Restaurant Partners mentioned three times in our Saturday Enews (7,600 patrons each)
- Restaurant Partners mentioned on Facebook, Twitter, and Instagram at least three times (14,179 followers combined, each mention)
- Restaurant Partners receive complimentary ticket offers to all shows (Minimum Gift Value $390)

<table>
<thead>
<tr>
<th>Restaurants</th>
<th>5 Plays</th>
<th>4 Plays</th>
<th>3 Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$415</td>
<td>$335</td>
<td>$255</td>
</tr>
</tbody>
</table>

RESERVATIONS AND INFORMATION
DEADLINE: NOVEMBER 5, 2021
john.dyson@mrt.org
2021-22 SEASON
MERRIMACK REPERTORY THEATRE
SEE ALL 4 SHOWS FOR AS LOW AS $84

THE RISE AND FALL OF HOLLY FUDGE
By Trista Baldwin
November 26-December 12, 2021
The most wonderful time of year?! A new comedy.

ERMA BOMBECK: AT WIT’S END
By Allison Engel and Margaret Engel
January 19-February 6, 2022
America’s Funniest Mom. Ever.

BACK TOGETHER AGAIN: THE MUSIC
OF ROBERTA FLACK AND
DONNY HATHAWAY
March 30-April 17, 2022
IN CONCERT: “Where Is the Love?,”
“The Closer I Get to You,” “Killing Me Softly”

BEST SUMMER EVER
Written and Performed by Kevin Kling
May 4-22, 2022
A kid’s life — simple joys and startling surprises.

SUBSCRIBE & CELEBRATE NOW!
See all 4 shows for as low as $84*
www.mrt.org/subscriptions

*Previews, Zone D. Prices vary/subject to change.

WOODY SEZ:
THE LIFE AND MUSIC OF
WOODY GUTHRIE

SPECIAL EVENT—FEB 23-MAR 13, 2022
(not part of the subscription series)
Joyous, toe-tapping, and inspirational, Woody Sez brings to life the stories
and songs of America’s great troubadour. The four performers, playing
more than 20 instruments, transport the audience through the riveting
and often controversial life of Woody Guthrie. Musical numbers include
“This Land Is Your Land,” “Pastures of Plenty,” “Bound for Glory,” “Hard
Travelin’,” and “So Long, It’s Been Good To Know Yuh.” Recommended for
ages 12 and older.

HOOTENANNIES! An informal hootenanny, or folk music jam session, will follow the
Sunday matinees on February 27 and March 6 and 13. Local musicians and audience
members are encouraged to perform along with the cast.
2021-22 PLAYBILL ADVERTISING CONTRACT

☐ Non-Profit

Company Name: 

Contact Person: 

Address: 

City: State: ZIP: 

Phone: Fax: 

Email: 

AD CHOICES

Ad Size:
☐ Full ☐ Half ☐ Quarter (Horiz.)
☐ Quarter (Vert.) ☐ Eighth ☐ Restaurant Listing Only

Shows:
☐ 1. The Rise and Fall of Holly Fudge
☐ 2. Erma Bombeck: At Wit's End
☐ 3. Woody Sez
☐ 4. Roberta Flack and Donny Hathaway
☐ 5. Best Summer Ever
☐
☐

☐ I will send a camera-ready PDF by Nov. 5.

☐ Design my ad for an additional fee of $75.
   Logo and copy due one week prior to Ad Due Date.

PAYMENT

Cash Amount: $ 

Trade Amount: $ (write details below)

Total Amount: $ 

Method of Payment (if you have a cash buy):
☐ INVOICE ☐ CHECK (payable to MRT) ☐ CREDIT CARD

CC#: 

Exp. Date: / CVV#: 

Trade Details:

Signature: ___________________________ Date: ____________________

PLEASE RETURN TO:
Merrimack Repertory Theatre, Attn: Ad Sales, 132 Warren Street, Lowell, MA 01852
Email: john.dyson@mrt.org    Fax: 978-654-7575
This is a non-binding offer and an executed contract must be completed to lock in any discount rate.