

# 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)

Rates (black/white or color)	5 Plays	4 Plays	3 Plays
Full Page (5"x8")	\$2,550	\$2,040	\$1,530
Half Page (5"x3.875")	\$1,275	\$1,020	\$765
Quarter Page Vertical (2.125"x3.875") Horizontal (5"x1.8")	\$638	\$510	\$383
Eighth Page (2.125"x1.8")	\$319	\$255	\$191

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)

Restaurants	5 Plays	4 Plays	3 Plays
	\$415	\$335	\$255

Our Best Rates  
in Years!  
Deadline: NOV 5



RESERVATIONS AND INFORMATION  
DEADLINE: NOVEMBER 5, 2021  
[john.dyson@mrt.org](mailto:john.dyson@mrt.org)

**BACK TOGETHER AGAIN**

**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](http://www.mrt.org/subscriptions)

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

**SPECIAL EVENT—FEB 23-MAR 13, 2022**

(not part of the subscription series)

**WOODY SEZ:  
THE LIFE AND MUSIC OF  
WOODY GUTHRIE**

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.



[www.mrt.org/woody](http://www.mrt.org/woody)

# 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
- 
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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.