

# 2021-22 PLAYBILL ADVERTISING RATES

More than 25,000 high-income, educated patrons from within a 20-mile radius of Lowell will attend Merrimack Repertory Theatre performances this season.

**TRADE:** Trade opportunities possible!

**BONUS:** Advertisers receive two complimentary tickets to all shows!  
(Gift Value \$340)

Rates (black/white)	5x Plays	4x Plays	3x Plays
Full Page (5"x8")	\$1,750	\$1,400	\$1,050
Half Page (5"x3.875")	\$1,250	\$1,000	\$750
Quarter Page Vertical (2.125"x3.875") Horizontal (5"x1.8")	\$750	\$600	\$450
Eighth Page (2.125"x1.8")	\$250	\$200	\$150

Non-profits, deduct an additional 10%. Trade opportunities available.

## BUY or TRADE: Restaurant Partners

In addition to your advertisement (cash or trade), you will receive the benefits below. The unions require us to offer meals to actors and designers on select days; please consider a trade with us!

- Inclusion in the RESTAURANT PARTNERS section of all playbills (25,000 patrons)
- Restaurant Partners page inclusion on website (monthly visitors 8,471)
- Restaurant Partners mentioned three times over the season in our Friday Enews (7,600 patrons each)

Our Best Rates  
in Years!  
Deadline: SEP 2  
All deadlines on contract.



RESERVATIONS AND INFORMATION  
DEADLINE: September 2  
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