



With six professional live theatres located across southern Ontario, reaching *your* audience has never been easier! Drayton Entertainment's high-quality, annual brochure offers advertisers the opportunity to place your business at centre stage, directly in front of our patrons who want to know everything about the community they are visiting.

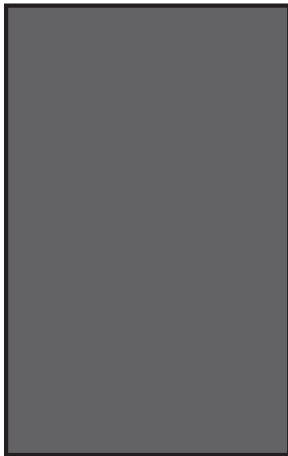
Theatre patrons are eager to make their visit memorable by dining at your restaurant, shopping at your boutique, staying overnight in your establishment and visiting all the popular spots along their travels. Whether they come from near or far, our patrons have planned their visit with the help of our Theatre Guide and it's where *your* advertisement will grab their attention!

- High-quality, full colour, glossy brochure
- Mailed directly to our database of patrons living across Ontario and bordering U.S. States
- Distributed to Visitor Centres, Hotels, Restaurants, and Retailers throughout Ontario
- Targeted mailings to affluent neighbourhoods in southern Ontario
- Full year shelf life (Our productions run from March through December)
- Dynamic and interactive online version with a direct link to your website
- No increase to advertising rates for 3rd consecutive year
- Don't pay until 2012!

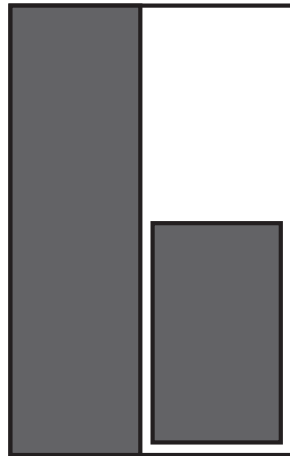
CIRCULATION: 200,000
EARLY BIRD: SEPTEMBER 30
RESERVE BY: OCTOBER 10
MATERIAL DUE: OCTOBER 24

Display Ad Sizes

Reserve by September 30th, 2011 to lock-in at the Early Bird rate!

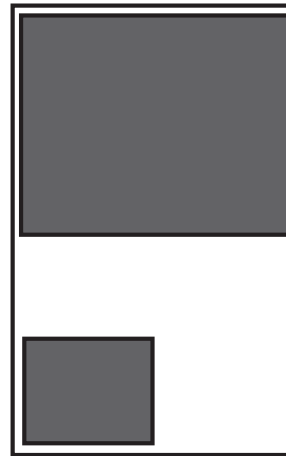


Full Page
Size: 4.75 x 7.5
Price: \$3,750
Early Bird: \$3,450



Half Page Vertical
Size: 2.189 x 7.5
Price: \$2,250
Early Bird: \$2,000

One Quarter Page
Size: 2.189 x 3.695
Price: \$1,500
Early Bird: \$1,350



Half Page
Size: 4.485 x 3.695
Price: \$2,250
Early Bird: \$2,000

One Eighth Page
Size: 2.189 x 1.798
Price: \$750
Early Bird: \$625



Design Services

Don't have an ad? Our Marketing team can assist you by designing your ad for the Theatre Guide. Fees range from \$30 for an Eighth Page to \$150 for a Full Page. Contact the Marketing Department for more information.

Artwork

All artwork must be camera ready and received no later than the date specified.

Ads will not be edited or resized after they have been received.

FOR ADDITIONAL INFORMATION PLEASE CONTACT

Marketing Department

marketing@draytonentertainment.com

Phone: 519-638-5511 or Toll Free: 1-855-drayton (372-9866)

FILE SPECS FOR ALL ADS

High resolution PDF, JPEG, EPS or TIFF files

CMYK colour space

300 dpi resolution

Drayton Festival Theatre
Drayton
385 Seat Theatre



St. Jacobs Country Playhouse
St. Jacobs
400 Seat Theatre



St. Jacobs Schoolhouse Theatre
St. Jacobs
100 Seat Theatre



Huron Country Playhouse
Grand Bend
650 Seat Theatre



Playhouse II
Grand Bend
300 Seat Theatre



King's Wharf Theatre
Penetanguishene
385 Seat Theatre



2012 THEATRE GUIDE Advertising Benefits

In addition to placing your company at centre stage, advertisers in Drayton Entertainment's 2012 Theatre Guide, also receive the following benefits:

- Your advertisement will appear in our BRAND NEW interactive online brochure with a direct link to your website.
- Your company name with a link to your website will appear as a valued supporter on www.draytonentertainment.com which receives more than **25,000 Visitors per month** during the height of our theatre season.
- Drayton Entertainment will display your marketing materials in our brochure stands, which are prominently positioned in the lobby at each venue.
- You'll receive an invitation for **2 Complimentary Tickets** (value \$85) to attend one of our exclusive Opening Night performances during our 2012 Season. Choose your favourite production, whether its playing at the Drayton Festival Theatre, St. Jacobs Country Playhouse, Schoolhouse Theatre, Huron Country Playhouse, Playhouse II, or the King's Wharf Theatre.
- Advertisers also receive an extra discount on purchased tickets. Buy additional tickets during the 2012 Season at the Sponsor Rate of \$35.50 each (HST included).
- As a current Advertiser in our Theatre Guide, you will be given advance notice to place your ad in our 2012 House Program, and we'll give you 25% off current rates (TBD).

Display advertising space is limited, so book your spot in Drayton Entertainment's 2012 Theatre Guide today and take advantage of our Early Bird Rate before September 30th, 2011.

TO RESERVE YOUR SPACE PLEASE CONTACT

Marketing Department

marketing@draytonentertainment.com

Phone: (519) 638-5511 or Toll Free: 1-855-drayton (372-9866)

Shine the spotlight on your business!

Return by Sept. 30th, 2011 for Early Bird Savings
Final date to reserve ad space is October 10th, 2011
Artwork is due by October 24th, 2011

Display Advertising Agreement

Company: _____ Contact: _____

Website: _____

Phone: (____) _____

Email: _____

Mailing Address: _____

Street

City

Postal Code

Advertising Options		Reserve by Oct. 10 th	CHECK HERE	Early Bird Reserve by Sept. 30 th	CHECK HERE
A	Full Page	\$3,750		\$3,450 (Save \$300)	
B	Half Page	\$2,250		\$2,000 (Save \$250)	
C	Half Page Vertical	\$2,250		\$2,000 (Save \$250)	
D	Quarter Page	\$1,500		\$1,350 (Save \$150)	
E	Eighth Page	\$750		\$625 (Save \$75)	
F	Text Listing	\$500		\$450 (Save \$50)	
G	SPECIAL: Eighth Page/ Text Listing Combo	\$1,000		N/A	



THE FINE PRINT

All Prices subject to HST.
Payment is due 30 days
from the invoice date.
A late payment charge
of 1.5% per month
will be applied to any
outstanding balance.

Camera Ready: (Y/N) _____ Use My 2011 Display Ad: (Y/N) _____

Design Assistance Required: (Y/N) _____ *(We will contact you for more information.)*

Signature: _____

Date: _____

Print Name: _____

Send your completed Advertising Agreement by Fax: (519) 638-5575

Email: marketing@draytonentertainment.com

Mail: Marketing Department, Box 10, 33 Wellington St. S, Drayton, ON N0G 1P0