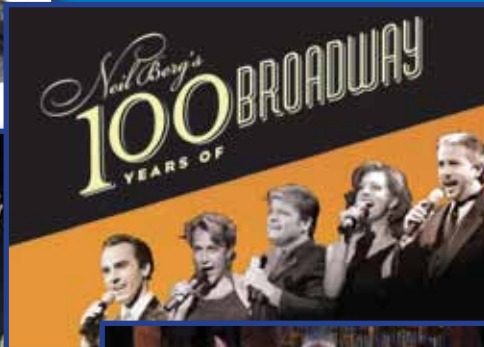


2011-2012 GRAND RE-OPENING SEASON



JANUARY UPDATE



LINCOLN
CENTER

After an historic \$8 million renovation and expansion, the Lincoln Center has re-opened! The largest cultural venue in Fort Collins, the Lincoln Center draws 225,000 people to performances and events of all kinds throughout the year.

Advertising in the playbills supports our regional arts organizations, strengthens the local economy and supports your business! Your ad will reach a well educated, active and informed demographic with income levels in the higher ranges (\$50,000 – \$150,000).



LINCOLN CENTER PLAYBILL ADVERTISING 2011-2012

*Buy a Season Ad and save up to 24% over individual show cost!
One low price for a color ad in every playbill for the entire season.*

13 Shows - 27 Playbills - OVER 29,000 PATRONS

\$6,500 – Outside back cover	<i>only \$240.00 per performance</i>
\$5,000 – Inside Front or Back Cover	<i>only \$185.00 per performance</i>
\$4,000 – Full Page	<i>only \$148.00 per performance</i>
\$2,400 – ½ Page	<i>only \$89.00 per performance</i>
\$1,600 – ¼ Page	<i>only \$60.00 per performance</i>

Season Black & White Ads

Full Page \$3,000 • 1/2 Page \$1,800 • 1/4 Page \$1,300

(see other side for more options)

For advertising information contact mitzi@citizenprinting.com or 482-2537

Showstoppers Series - 3 Shows & 2 Special Events

Showstoppers

100 Years of Broadway March 1 - 3
 Straight No Chaser March 29 - 31
 Rhythm of the Dance April 12 - 14

Special Events

Stomp Jan. 13 - 14
 Celtic Nights - Journey of Hope Feb. 16
 Our most popular series, Showstoppers has 3 more shows this season, with four performances of each. Two special events include 3 performances of Stomp and 1 performance of Celtic Nights - Journey of Hope.

	Color	B&W
Full Page	\$1,000	\$800
Half Page	\$750	\$625
Quarter	\$500	\$400

Imagination Series - 3 Shows

Mufaro's Beautiful Daughters Jan. 28
 Chis Perondi's Stunt Dog Experience March 24
 Stuart Little April 21
 Targeted towards family audiences, the Imagination Series introduces the arts through music, dance, storytelling, magic and more! This series has three shows with 2 performances per show. (up to 7,080 advertising impressions!)

	Color	B&W
Full Page	\$1,500	\$1,250
Half Page	\$1,000	\$750
Quarter	\$550	\$400

Dance & Classical Series - 4 Shows

Dance Series

Pilobolus Jan. 25
 Diavolo Feb. 13

Classical Series

Shai Wosner and Jennifer Koh Jan. 25
 Calder Quartet April 5
 Packaged together, these two distinct series feature performers from all over the globe. Together the two series have four different shows, one performance of each show. (up to 5,190 advertising impressions!)

	Color	B&W
Full Page	\$1,000	\$750
Half Page	\$550	\$375
Quarter	\$275	\$175

Please provide ads in a high resolution PDF format, EPS or JPG.
 Send to mitzi@citizenprinting.com

"How many have you seen?"

If you are a local performing arts group, this page is for you! Promote your upcoming performances on our "How many have you seen?" page. Black and white listing will appear in every playbill for the entire season - that's 26 playbills for one low price! Ad size 1½ wide x 2½ tall.

Art Groups Listing: \$225

Non-Profits receive a 10% discount on all Series ad prices of 1/4 page and larger.

~AD SIZES~ Lincoln Center Program

PROGRAM SIZE: 6" x 9"

COVERS: Outside Back, Inside Front & Inside Back
 6" x 9" - Full Bleeds OK

INSIDE PAGES: FULL PAGE: 5¼" x 8" (no bleeds)
 1/2 PAGE: 5¼" wide x 4" deep
 1/4 PAGE: 5¼" wide x 1" deep
 or 2½" x 4" deep



~ ADVERTISING DEADLINES ~

ART DEADLINE	PERFORMANCE	DATES	SERIES
Dec. 28	Stomp	Jan. 13 - 14	Special Event
Jan. 6	Pilobolus	Jan. 25	Dance
Jan. 6	Shai Wosner & Jennifer Koh	Jan. 25	Classical Music
Jan. 6	Mufaro's Beautiful Daughters	Jan. 28	Imagination
Jan. 30	Diavolo	Feb. 13	Dance
Jan. 30	Celtic Nights - Journey of Hope	Feb. 16th	Special Events
Jan. 30	Tao: The Art of the Drum	Feb. 22	Anything Goes
Feb. 16	100 Years of Broadway	March 1 - 3	Showstoppers
March 9	Extreme Canine Stunt Dog Show	March 24	Imagination
March 9	Straight No Chaser	March 29 - 31	Showstoppers
March 22	Calder Quartet	April 5	Classical Music
March 29	Rhythm of the Dance	April 12 - 14	Showstoppers
April 5	Stuart Little	April 21	Imagination

Call Mitzi at (970) 482-2537 or email mitzi@citizenprinting.com

