

CIRCLE THEATRE



2022 DIGITAL ADVERTISING

OUR MISSION



ENTERTAIN



ENRICH



EDUCATE

70+

paid artist, director,
& performer opportunities

40%

of performers are
people of color

ADVERTISING OPPORTUNITIES

- Digital Playbills
- Lobby Screens
- Concert Handouts
- Website Links
- eBlast Ads

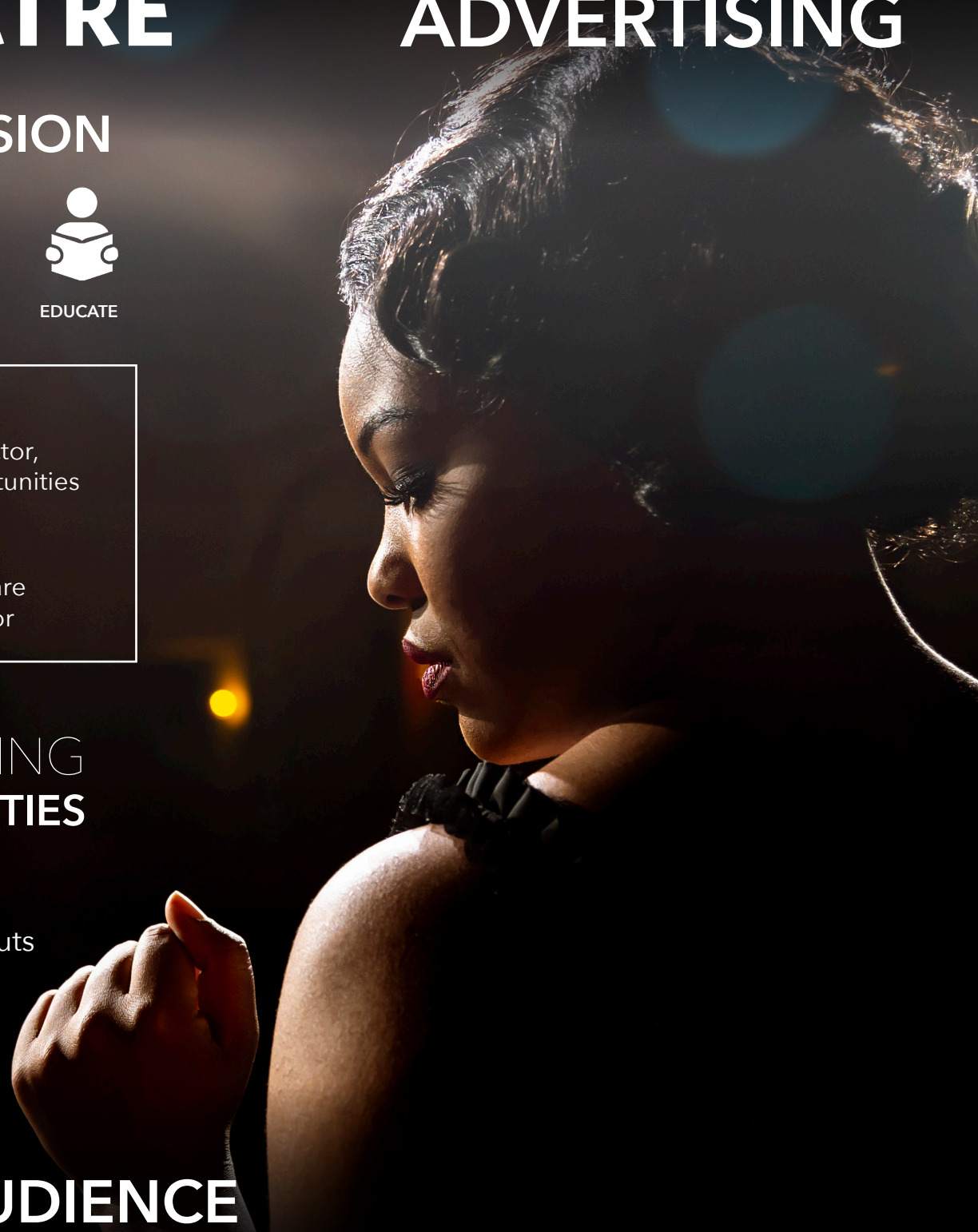
CIRCLE AUDIENCE

An average of
30,000+
patrons each year

36%
of Circle Theatre
patrons identify as
people of color

9,000+
eBlast recipients
20,000+
social media followers

35%
of patrons have an
annual income
of \$100k+



CIRCLE THEATRE

2022 DIGITAL ADVERTISING



DIGITAL PLAYBILL ADVERTISING

SEASON

PER SHOW

DIMENSIONS

FULL PAGE

\$1550

\$350

5.5" X 8.5"

HALF PAGE HORIZONTAL

\$940

\$200

5.5" X 4.25"

HALF PAGE VERTICAL

\$940

\$200

2.75" X 8.5"

QUARTER PAGE HORIZONTAL

\$525

\$125

5.5" X 2.125"

QUARTER PAGE VERTICAL

\$525

\$125

2.75" X 4.25"

LOBBY SCREEN

\$3000

\$400

1920px X 1080px

CONCERT HANDOUT

\$500

\$100

5.5" X 2.125"

WEBSITE LINK | Logo & link in bottom banner on home page

\$2940/yr.

\$1500/6 mon.

N/A

EBLAST AD | Top, Middle, & Bottom Leaderboards. 24 eBlasts per year.

TOP	\$2000/yr.	\$150/eBlast	728px X 90px
MIDDLE	\$1200/yr.	\$100/eBlast	728px X 90px
BOTTOM	\$900/yr.	\$75/eblast	728px X 90px

2022 SEASON & ARTWORK DEADLINES

*30% Nonprofit Discount Available

RENT | APRIL 29

THE PLAY THAT GOES WRONG | MAY 27

THE MUSIC MAN | JULY 8

ON GOLDEN POND | AUGUST 5

LITTLE SHOP OF HORRORS | SEPTEMBER 2

CONCERTS

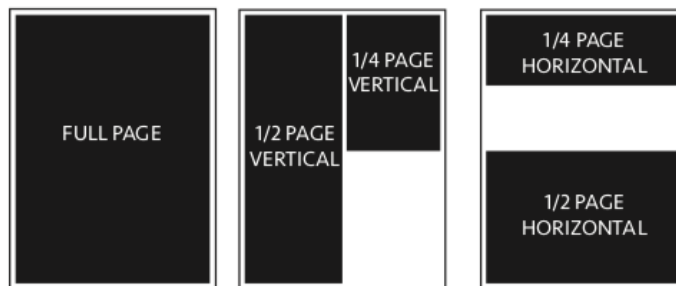
GET READY: THE MUSIC OF MOTOWN | MAY 6, JULY 15, SEPTEMBER 9

DIVINE DIVAS: ICONIC WOMEN OF POP | MAY 13, JULY 22, SEPTEMBER 16

SOUL GROOVE: THE HITS OF SOUL & R&B | JUNE 3, AUGUST 12

UNDER PRESSURE: THE MUSIC OF QUEEN & DAVID BOWIE | JUNE 10, AUGUST 19

DIGITAL PLAYBILL SIZING VISUAL



ADVERTISING NAME _____

CONTACT _____

FULL ADDRESS _____

PAYMENT TYPE CC CHECK TRADE

NAME ON CARD _____

CARD NUMBER _____

EXPIRATION DATE _____

BILLING ZIP CODE _____

PLEASE CIRCLE OR MARK YOUR CHOSEN ADVERTISING METHOD.

DIGITAL ARTWORK FILES SHOULD BE 300 DPI RESOLUTION IN PDF, JPEG, OR EPS FORMAT

PLEASE SEND COMPLETED FORM & ARTWORK TO **ASHLEE@CIRCLETHEATRE.ORG** BEFORE THE DEADLINE LISTED ABOVE

SIGNATURE _____

RENT

MAY 5-7 | 11-15 | 18-21

RATED: R

Rent, a Pulitzer Prize-winning musical by Jonathan Larson, follows a year in the lives of a group of friends, artists, and musicians, as they explore love, happiness, and the struggle to survive. Set in the East Village of New York City during the height of the HIV/AIDS epidemic, *Rent*, Winner of a Tony Award for Best Musical, will have audiences learning to live for today.

Director/Vocal Director, Marcus Jordan | Director/Choreographer, Ellie Frances |
Music Director, Debra Perry

The Play That Goes WRONG

JUNE 2-4 | 8-12 | 15-18

RATED: PG

Welcome to the opening night of *The Murder at Haversham Manor*. Things get quickly out of hand in this hilarious, whodunit farce. From an unconscious leading lady to a corpse that can't play dead and actors who trip over everything including their lines - this 2015 Laurence Olivier Award winner for Best New Comedy will have audiences laughing all the way to the final curtain call.

Director, Tom Kaechele

THE MUSIC MAN

JULY 14-16 | 20-24 | 27-30

RATED: G

Six-time, Tony Award-winning, family-friendly, musical comedy, *The Music Man*, follows the story of fast-talking traveling salesman Harold Hill as he cons the folks of River City, Iowa with promises of organizing a local band. Everything is going according to plan until Hill falls for Marian, the local librarian, and finds himself changed for the better.

Director, Will Gearing | Choreographer, Torrey Thomas |
Music Directors, Vanessa Allen & Debra Perry

On Golden Pond

AUGUST 11-13 | 17-21 | 24-27

RATED: PG

Ethel and Norman Thayer have spent forty-eight summers on Golden Pond, relaxing in its calm beauty, that is until a visit by their daughter and her fiancé leaves them with a teenage boy this summer. The boy quickly becomes the "grandchild" they longed for and lessons on modern teenage life are quickly learned. *On Golden Pond*, a simplistic and beautiful love story, reminds us that time is short, but the years have been good and, perhaps, another summer on Golden Pond still awaits.

Director, Carrie McNulty

Little Shop of HORRORS

SEPTEMBER 8-10 | 14-18 | 21-24

RATED: PG-13

One night meek floral assistant Seymour stumbles upon a new breed of plant that he names "Audrey II." He soon discovers this foul-mouthed, R&B-singing carnivore - named after his coworker crush - is out of this world, hungry for blood, and intent on world domination! For over 30 years this deviously delicious sci-fi musical has devoured the hearts of audiences world-wide.

Director/Vocal Director, Marcus Jordan | Director/Choreographer, Ellie Frances |
Music Director, Brendan Vincent



MAGIC CIRCLE

JUNE 28-30

Circle Theatre is excited to announce a reinvisioned Magic Circle. Traditionally this annual family-friendly show features classic children's productions. In 2022 Magic Circle will bring storytelling to kid's fingertips, taking character drawings from local children and creating one-of-a-kind productions based on their drawings. Magic Circle, where imagination takes stage.

Director, Emily Diener

**CIRCLE
THEATRE**



**CIRCLE
SUMMER
CONCERT
SERIES**

**GET READY:
THE MUSIC OF MOTOWN**

MAY 9 | JULY 18 | SEPTEMBER 12

From the 1960s to today, Motown has shaped musicians and communities for generations. Songs from Smokey Robinson, The Supremes, The Temptations, The Jackson 5, Gladys Knight & The Pips, Marvin Gaye, Stevie Wonder, and more will have you "Dancing in the Streets" and discovering the sound that changed America.

Director, Darius Colquitt

**DIVINE DIVAS:
ICONIC WOMEN OF POP**

MAY 16 | JULY 25 | SEPTEMBER 19

Dance your night away with the iconic and influential women who defined music, style, and what it means to be a strong woman. Featuring the rousing music of Beyonce, Cher, Bette Midler, Janet Jackson, Lady Gaga, Diana Ross, and more!

Director, Brandon Harris

**LIVE MUSIC
IS WAITING FOR YOU**



**SOUL GROOVE:
THE HITS OF SOUL & R&B**

JUNE 6 | AUGUST 15

Your hips will start swaying when you get the urge to dance - it's time to groove. Soul Groove brings you a night of dynamic music from R&B and Soul artists like Tina Turner, Alicia Keys, Chaka Khan, Aretha Franklin, Roberta Flack, Prince, Luther Vandross and others!

Director, Lisa Knight



UNDER PRESSURE:

THE MUSIC OF QUEEN & DAVID BOWIE

JUNE 13 | AUGUST 22

The 70s-80s were a wonder that brought us more than just big hair, spandex, and neon windbreakers - it brought us the rock & roll poetry of Queen and David Bowie. Art and Music collide on this night with hits like *Bohemian Rhapsody*, *Killer Queen*, *Somebody to Love*, *Rebel Rebel*, *Let's Dance*, *Changes*, *Space Oddity*, and the iconic collaboration *Under Pressure*.

Director / Music Director, Scott Patrick Bell