

2023-2024

# McCain

## PERFORMANCE SERIES

### Advertising Opportunity



Dear Business Owner,

#### **THE MCCAIN PERFORMANCE SERIES IS THE TALK OF THE TOWN!**

I am writing to let you know about a tremendous advertising opportunity to reach thousands of people with disposable income through the McCain Performance Series program book. Every show presented by the McCain Performance Series during the nine-month season will feature advertising in each program book for every show. The 2023-2024 season lineup will appeal to all age groups and income levels.

Each season features the best in smash-hit Broadway musicals; a stimulating variety of jazz, classical, folk and rock music; world-class dance and theatre; sidesplitting comedy; and family-friendly events. The 2022-2023 season included Herb Alpert, Josh Turner, The Guess Who, Chicago The Musical and more. **The 2023-2024 season will be just as incredible!** You can be a part of the excitement by supporting a dynamic arts organization that helps Manhattan and the surrounding communities continue to flourish.

I ask you to please take a moment to review the information enclosed and consider purchasing an ad in the 2023-2024 McCain Performance Series program book. Not only will your company be seen associating with McCain Auditorium and Kansas State University, but it will also be appreciated across the community as a supporter of the arts, so vital in making Manhattan a better place to live, work and play. This opportunity also is sure to expand your clientele by reaching a diverse audience.

I appreciate your time and consideration. I hope to work with you this season!

Sincerely,

A handwritten signature in black ink that reads "Todd Holmberg".

Todd Holmberg  
Executive Director

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#### **ATTENTION REPEAT ADVERTISERS:**

**As a way of saying thank you for serving as a repeat advertiser, your rate will remain the same.**

P.S. McCain Performance Series and Gala sponsorship opportunities are also available starting at just \$1,000. **Sponsors at select levels receive ad space for free as one of many benefits!**

Please call Todd Holmberg at 785-532-6425 for more information.

2023-2024

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## PERFORMANCE SERIES

Back page  
5.75" X 8.75"

Full page  
4.75" X 7.75"

Half-page  
horizontal  
4.75" X 3.75"

Half-page  
vertical  
2.25"  
X 7.5"

Quarter-page  
horizontal  
4.75" X 1.75"

Quarter-page  
vertical  
2.25" X 3.75"

### BOOK SPECIFICATIONS

**LIVE AREA** 4.75" X 7.5"

**TRIM SIZE** 5.5" X 8.5"

**BLEED SIZE** 5.75" X 8.75"

Four-color process on coated stock, saddle-stitched and trimmed.

Ads are printed on 80# gloss paper with high-resolution graphics.

### AD SUBMISSIONS

Todd Holmberg, Director  
McCain Auditorium  
mccain@k-state.edu

### ELECTRONIC FILES

Please send ads by email. Prefer flattened, 300 DPI resolution EPS, TIF or ADOBE PDF (Press Optimized with fonts embedded) files.

### ADVERTISING OPPORTUNITIES

Plan your advertising budget now to showcase your business to audiences at the 2023-2024 McCain Performance Series by purchasing an ad that will appear in every program book throughout the nine-month season. The season's exciting lineup will appeal to all age groups and income levels.

### ASSOCIATE YOUR COMPANY WITH EXCELLENCE

McCain Auditorium, on the campus of Kansas State University, has presented several decades of crowd-pleasing shows in a multitude of genres. Each season features the best in smash-hit Broadway musicals; a stimulating variety of jazz, classical, folk and rock music; world-class dance and theatre; sidesplitting comedy; and family-friendly events. You can be a part of the excitement by supporting a dynamic arts organization that helps Manhattan continue to flourish as a community.

### RATE CARD *(ad prices include full color)*

We offer the following sizes and placements, based on a 5.5-by-8.5-inch booklet:

Full-page advertisement	\$1,800*
Half-page advertisement	\$1,200*
Quarter-page advertisement	\$800*

### RATES REPRESENT EXPOSURE

*From September 2023 to May 2024.*

Ads are printed on 80# gloss paper with high-resolution graphics.

### ADVERTISING DEADLINES

*Reservation form and ad copy due by May 31, 2023.*

Advertisers will be invoiced in Fall 2023.

### \*SPONSORSHIP OPPORTUNITIES:

*Become a sponsor and receive an ad for free as a benefit. Sponsorships start at \$1,000. Contact Todd Holmberg at 785-532-6425 for more information.*

FOR MORE INFORMATION CONTACT

**TODD HOLMBERG**

785-532-6425

trholm@k-state.edu

2023-2024

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## PERFORMANCE SERIES

### PROGRAM ADVERTISING RESERVATION FORM 2023-2024 MCCAIN PERFORMANCE SERIES

Company \_\_\_\_\_

Contact person and title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

McCain Auditorium will insert your advertising in the program books for the 2023-2024 Performance Series to run the entire season (September-May).

May 31, 2023: Reservation form must be returned to the McCain office. The advertiser should furnish all necessary copy and/or camera-ready artwork also by May 31, 2023. Advertising matter/content is subject to acceptance by McCain Auditorium. McCain Auditorium will invoice your company in Fall 2023.

#### PLEASE INDICATE YOUR CHOICE OF AD SIZE

##### NEW ADVERTISERS:

- ☐ Full-page color ad (4.75" x 7.75") — \$1,800
- ☐ Half-page horizontal color ad (4.75" x 3.75") — \$1,200
- ☐ Half-page vertical color ad (2.25" x 7.5") — \$1,200
- ☐ Quarter-page horizontal color ad (4.75" x 1.75") — \$800
- ☐ Quarter-page vertical color ad (2.25" x 3.75") — \$800

##### REPEAT ADVERTISERS:

- ☐ Please run the same ad as before and invoice at same rate.
- ☐ I will submit new artwork. Please invoice at same rate.

Date \_\_\_\_\_

Signature \_\_\_\_\_

