

2026-2027

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 2026-2027 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, blues and rock music; world-class dance and theatre; sidesplitting comedy; and family-friendly events. **The 2026-2027 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 2026-2027 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,

Todd Holmberg
Executive Director

ATTENTION REPEAT ADVERTISERS:

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

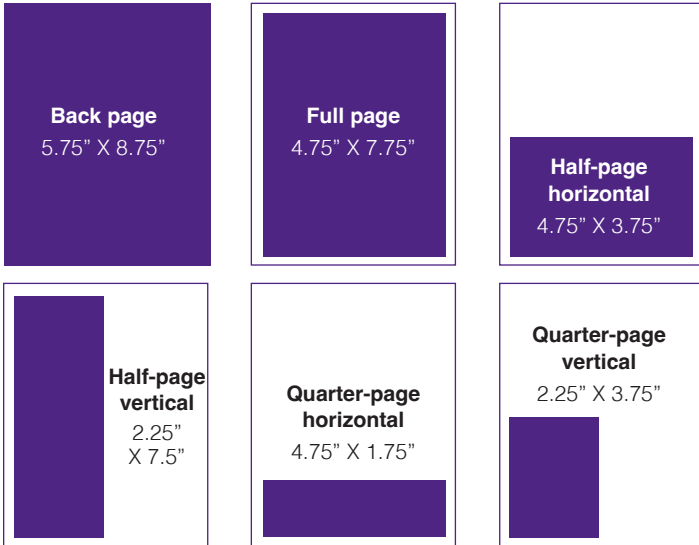
P.S. McCain Performance Series sponsorship opportunities are also available starting at just \$2,500. Sponsors at select levels receive ad space for free as one of many benefits!

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

2026-2027

McCain

PERFORMANCE SERIES



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 2026-2027 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, blues 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 2026 to May 2027.

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

ADVERTISING DEADLINES

Reservation form and ad copy due by May 31, 2026.

Advertisers will be invoiced in Fall 2026.

*SPONSORSHIP OPPORTUNITIES:

Become a sponsor and receive an ad for free as a benefit. Sponsorships start at \$2,500. Contact Todd Holmberg at 785-532-6425 for more information.

FOR MORE INFORMATION CONTACT

KATHY LAFFERTY

785-691-9040

kathy.lafferty@sun-graphics.com

2026-2027

McCain

PERFORMANCE SERIES

PROGRAM ADVERTISING RESERVATION FORM 2026-2027 MCCAIN PERFORMANCE SERIES

Company _____

Contact person and title _____

Address _____

City _____

Phone _____ Email _____

McCain Auditorium will insert your advertising in the program books for the 2026-2027 Performance Series to run the entire season (September-May).

May 31, 2026: 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, 2026. Advertising matter/content is subject to acceptance by McCain Auditorium. McCain Auditorium will invoice your company in Fall 2026.

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 _____

