



SOUTHBANK
THEATRE COMPANY

MAKE HISTORY



Advertising Rate Guide



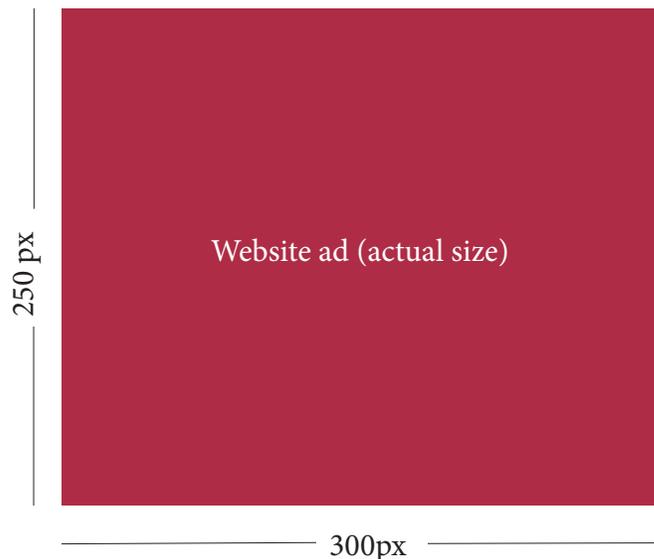
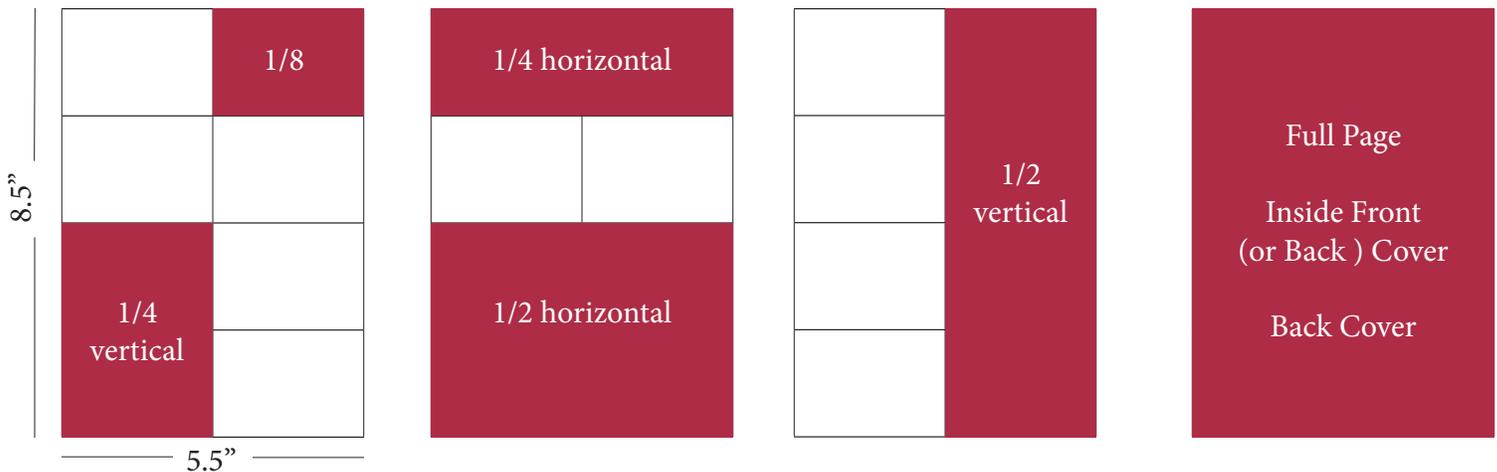
SOUTHBANK THEATRE COMPANY

Print Advertising Rates

Print ads may be submitted as PDF, PSD, AI, and JPG format at a minimum of 150 dpi, but 300 dpi preferred, with 0.125-inch bleed. (Color or black and white)

Size	Inches (w x h)	One Show	Three-show Season
Eighth Page	2.75" x 2.125"	\$150	\$425
Quarter Page	2.75" x 4.25" (vertical) OR 5.5" x 2.125" (horizontal)	\$250	\$725
Half Page	2.75" x 8.5" (vertical) OR 5.5" x 4.25" (horizontal)	\$500	\$1475
Full Page	5.5" x 8.5"	\$1,000	\$2975
Inside Front (or Back) Cover	5.5" x 8.5"	\$1,300	\$3825
Back Cover	5.5" x 8.5"	\$1,600	\$4775

Print Ad Sample Sizing



Web Advertising Rates

\$30/CPM for 300 x 250 pixel spot with a maximum 144 dpi. No bigger than 500K file size in JPG, PNG, or GIF.

Ad Creation Rate

If you don't have an ad ready for print or our website, we can create an ad for you for \$350 (in addition to the rate guidelines above). You will be able to approve your ad before it is used.

Contact

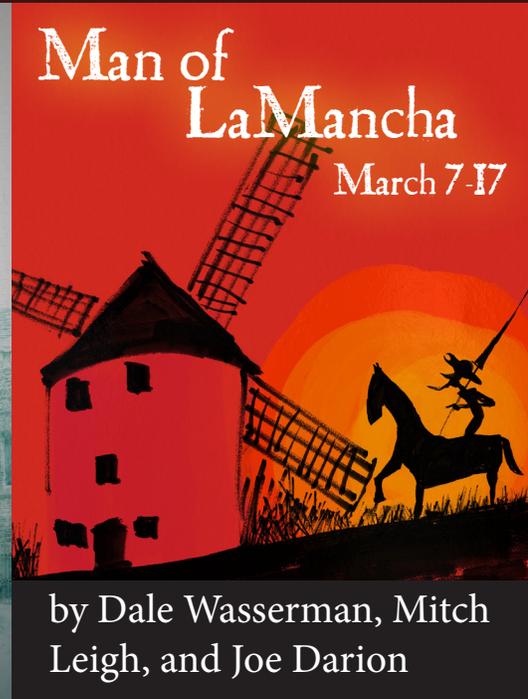
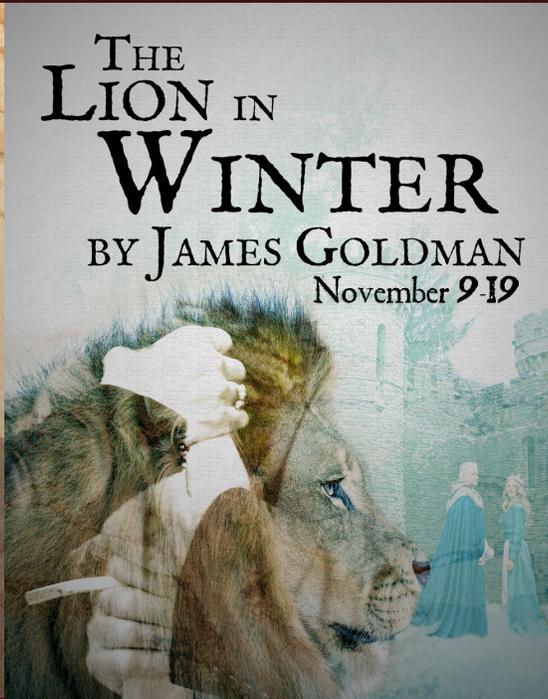
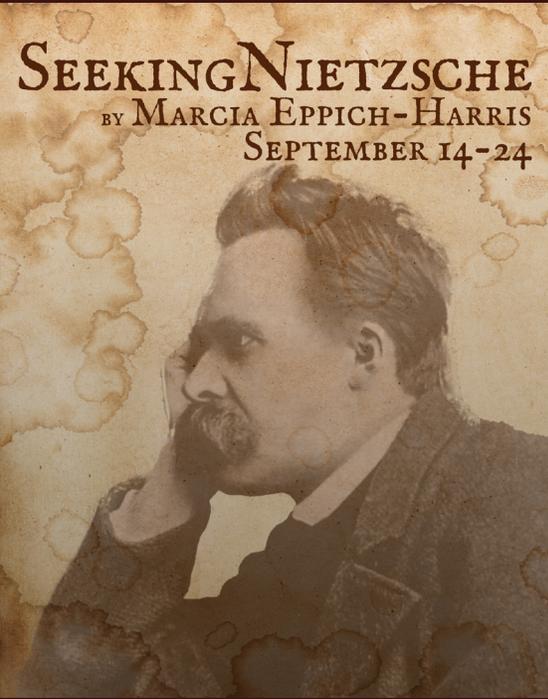
Contact Marcia Eppich-Harris to set up an advertising contract at (650) 787-4115 or marcia@southbanktheatre.org.



SOUTHBANK
THEATRE COMPANY



For more info on our season, scan the QR code.



“That way madness lies . . . ”

Join us at Shelton Auditorium for a season of madness and mayhem as we

MAKE HISTORY

Mission

Southbank Theatre Company is a nonprofit theatre company dedicated to enriching the Indianapolis community – and beyond – through producing plays and musicals by both Indiana playwrights and playwrights of historical and contemporary significance. What makes us unique are our interests in history, politics, philosophy, and literature – and how those subjects can contribute to critical thinking, self-awareness, and social change.

We're growing!

Southbank has grown from averaging 150-200 patrons/play to just over 400 by the end of our second season. With two beloved, popular plays in our Season 3 schedule, we're ready to grow even more! Larger capacity in our new home space yields a potential of 3200 patrons per show!

Data from recent productions shows that over 60% of our patrons are women, with about 15% of our patrons in the Student-Senior range, and 85% of our patrons buying Adult-Standard tickets.

Contact us today!

Southbank Theatre Company is a 501(c)(3) corporation, which means donated sponsorships are tax deductible! Find your level of support by contacting Marcia Eppich-Harris at marcia@southbanktheatre.org or (650) 787-4115! Thank you! Come see us at the theatre!

More about corporate sponsorship is on our website: <https://southbanktheatre.org/corporate-sponsorship/>

Check out samples of our full-color printed programs on our website: <https://southbanktheatre.org/production-history/>

Show Settlement Invoice

Show Troilus and Cressida - Southbank Theatre Company

Date July 13-23, 2023

Attendance

368

Revenue

GBOR	Fac Fee (\$4 per)	NAGBOR
\$10,578.00	\$1,288.00	\$9,290.00

VIP M&G Lift	
Platinum	

Total Show Revenue	\$9,290.00
Total Show Expense	\$3,479.74
Show Net Total	\$5,810.26

Total	\$9,290.00
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Expenses

	Actual	Estimate
Venue Rental	\$3,000.00	\$3,000.00
Campus Rental		
Tax		
Stage Labor	\$0.00	
Wardrobe	\$0.00	
Venue Tech		
Credit Card	\$201.04	3.5% CC Sales
Service Charge	\$278.70	3%
Ticket Printing	\$0.00	0.05
Rentals		
Hospitality		
FOH Labor	\$0.00	Included
Runner	\$0.00	
Advertising		
Artist Fee		
Dining Hall		
Dining Hall Tax		
Housing		
Housing Tax		
Total	\$3,479.74	

Deposit \$1,500.00

Remainder \$7,310.26

Total due to Client	\$7,310.26
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Agreed Upon by:

Venue Representative Name

Venue Representative Signature

Date

Butler University
4600 Sunset Avenue
Indianapolis, IN 46208

Marcia Eppich-Harris

Show Representative Name

Show Representative Signature

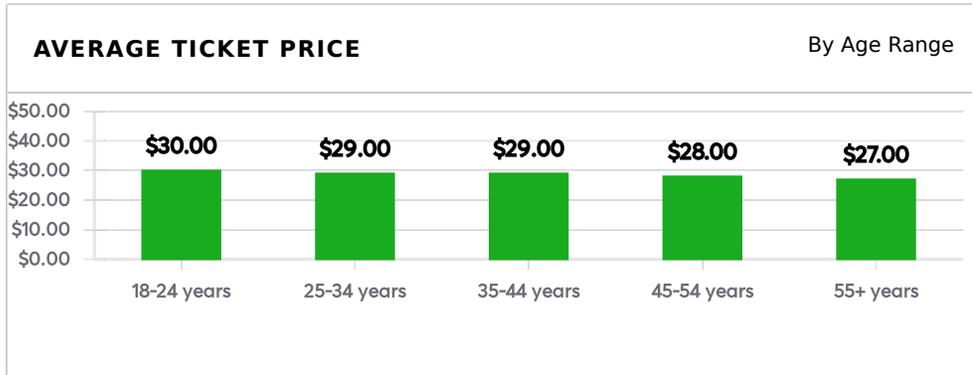
8/3/2023

Date

Southbank Theatre Company
4621 Melbourne Rd,
Indianapolis, IN 46228

Fans

Data as of Sat, Jul 22, 2023



DEMOGRAPHICS

Identified fans
68

 **Male**
39%

 **Female**
61%

A summary card for fan demographics. At the top, it shows a group of people icon and the text 'Identified fans' with the number '68'. Below a horizontal line, it is split into two columns. The left column features a male icon, the text 'Male', and '39%'. The right column features a female icon, the text 'Female', and '61%'.