

### Advertise with StoryBook Theatre!

#### REACH UP TO 40,000 PATRONS ANNUALLY!

Be seen by families who are enthusiastic about supporting local businesses like yours!

StoryBook Theatre Society is Canada's largest volunteer-run, non-profit Theatre for Young Audiences. We believe in supporting emerging artists, both onstage and on our production teams, as they embark on their future careers, and giving amateur artists the opportunity to work with and learn from industry professionals.

We have been entertaining families from all over Calgary for 46 years with our award-winning, quality shows and Theatre School Programming. We are a community-driven theatre company which relies heavily on the passion and dedication of a large group of talented volunteers and sponsors.

**This year is our Season to Inspire, and we are presenting 6 full-stage productions and 3 concerts.**

We would like to invite you to be part of our team! Please consider supporting us through advertising. Your contribution will ensure StoryBook can continue to inspire audiences for years to come!

### Audience Reach – StoryBook by the Numbers

**180**  
seats in theatre

**6000**  
average patrons attending each full show run

**2000+**  
donated tickets per season

**9**  
SBT productions onstage this season  
6 full shows & 3 concerts

**46,000**  
potential of total patrons each season

**20,000**  
Online Program: potential impressions per season

**260**  
total shows offered per season

**2500**  
students attending Theatre School year-round

**1-2 PER MINUTE**  
impressions across 3 Lobby Display Screens

### Artwork Requirements:

- 300 DPI .JPG OR PNG, saved as RGB, built proportionally at 1/2 size of full required size
- 100% colour accuracy cannot be guaranteed
- StoryBook Theatre is not responsible for inaccurate information on advertisements
- Costs reflect finished artwork received.
- Ads can be created by StoryBook Theatre for an additional \$75 fee
- Theatre company or arts organization? Talk to us about an ad swap!

### Advertising Deadlines:

**& FRIENDS – Summer Concert Series**  
Run Dates: July 23-Aug 28  
**Submission Deadline: July 13**

**LEGALLY BLONDE – SSIP PRESENTATION**  
Run Dates: Aug 19-Sept 10  
**Submission Deadline: Aug 9**

**THE LIGHTNING THIEF: THE PERCY JACKSON MUSICAL**  
Presented: Oct 14-Nov 5  
**Submission Deadline: Oct 4**

**MISCAST: A FUNDRAISING EXPERIENCE**  
Presented: October 31  
**Submission Deadline: Oct 20**



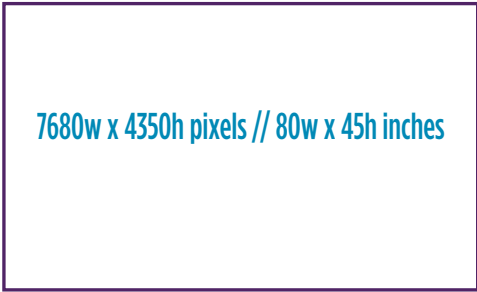


**ELF: THE MUSICAL**  
Run Dates: Nov 25-Dec 31  
**Submission Deadline: Nov 15**

**PETER AND THE STARCATCHER**  
Run Dates: Feb 10-Mar 11  
**Submission Deadline: Feb 01**

**ELLA ENCHANTED**  
Run Dates: Apr 7-22  
**Submission Deadline: Mar 28**

**TOP SECRET MUSICAL: SBT FUNDRAISER & SEASON ANNOUNCEMENT**  
Presented: April 18-19  
**Submission Deadline: Mar 28**

**NEWSIES**  
Run Dates: May 12-June 3  
**Submission Deadline: May 2**

| Advertise Opportunities                               |                   | All measurements are width x height:  | ONE SHOW | Includes 2 FREE TICKETS per show!<br><small>*Pending seating availability, must be booked in advance</small> |                        | &FRIENDS CONCERT SERIES or<br>MISCASST or TOP SECRET (per show) |
|---|-------------------|---|----------|--|------------------------|---|
|   |                   |   |          | THREE SHOWS<br>SAVE 20%!   | SIX SHOWS<br>SAVE 40%! |   |
| A. Website:<br>Online Program                         | A1. Half-Banner:  |    | \$ 350   | \$840  | \$ 1310                | N/A   |
|   | A2. Full-Banner:  |    | \$ 500   | \$ 1200  | \$ 1800                | N/A   |
| B. Lobby:<br>Main TV Monitor<br>Still Slide           |                   |   | \$ 500   | \$ 1200  | \$ 1800                | \$ 250  |
| C. Lobby:<br>Concession Monitors<br>Still Slide       | C1. One Monitor:  | <br>Each monitor size is:<br>1080w x 1920h pixels x //<br>11.25w x 20h inches | \$ 300   | \$ 720   | \$ 1080                | \$ 150  |
|   | C2. Two Monitors: |    | \$ 500   | \$ 1200  | \$ 1800                | \$ 225  |
| D. Full Ads Space Package<br>includes : A.2 + B + C.2 |                   |   | \$ 1650  | \$ 3960  | \$ 5940                | N/A   |