2016-17 PROGRAM ADVERTISING INFORMATION

Advertise in ALL Rose Programs for One Low Price:

Rose program advertising includes all **nine** productions at The Rose, including seven member shows, our holiday premium event show *Prancer*, and June 2017's *Peter Pan*. Presented by our professional performance company, these productions are geared primarily toward families with children under age fourteen, but attract thousands of theater lovers of all ages.

Omaha LOVES Our Membership Program!

Now eleven years old, The Rose Membership Program has had a significant impact on attendance. A few highlights:

- Family membership packages have increased our audiences since the program began - members attend up to nine shows each season and see your ad each time they visit The Rose!
- Memberships once again SOLD OUT last season, and already during the pre-sale period for the 2016-17 season, membership sales are at an all time high. We are regularly seeing theater houses at capacity, with waiting lists of people wanting tickets. We predict full houses for many shows again next season. ***Current sales numbers at this point in time already exceed sales for this same time period last season***
- Attendance for the 2016-17 season is expected to be over 80,000!
- Results from our 2014-15 survey show that 84% of our members are college educated or have graduate degrees and 65% have annual household incomes greater than $75,000.

Coming This Season!

We plan to continue several popular programs in 2016-17 and adding a few new features, including:

- Fun activity pages for kids handed out with the show program. These new activity sheets give younger audience members a unique look at each show and are sure to be a special souvenir of their visit to The Rose.
- A world premiere shows will make its debut on The Rose mainstage during the 2016-18 season: *Prancer,* based on the popular holiday film
- The inclusion of several classic children's books, including *Goodnight Moon, Harold and the Purple Crayon* and *Stellaluna and other Tales.*
- *Shrek The Musical* comes to The Rose stage for the first time. Members are already lining up their tickets for this popular pop-rock musical.
- Audience Engagement Activities - A variety of fun, engaging, and thought-provoking activities will be offered free of charge before each show.

the Rose
Performing Arts
FOR CHILDREN AND FAMILIES

Program Layout & Prices

Your ad will be printed on a 5½ X 8½ page in over 35,000 programs.

Outside Back Cover (5 X 8)	$2,000.00
Inside Front or Back Cover (5 X 8)	$2,000.00
Full Page (5 X 8)	$ 1,750.00
Half Page Vertical (2.375 X 8)	$1,000.00
Half Page Horizontal (5 X 3.875)	$1,000.00
Quarter Page Vertical (2.375 X 3.875)	$ 725.00
Quarter Page Horizontal (5 X 1.8125)	$ 725.00

Free Promotional Tickets!

Advertisers receive up to 18 free tickets good for 2016-17 performances at The Rose, including tickets to our premium holiday event *Prancer* and next summer's *Peter Pan*.

AD SIZE:	COVERS	FULL PAGE	HALF PAGE	QUARTER PAGE
Rose Member Shows	10	8	6	4
Prancer	4	4	3	2
Peter Pan	4	4	3	2
TOTAL TIX	**18**	**16**	**12**	**8**
TIX VALUE	**$324**	**$292**	**$219**	**$146**

For information on advertising in the 2016-17 programs, call Advertising Representative Earl Bates at 402-451-7138, or e-mail at EarlBates3@gmail.com