

2017-2018 SEASON

Program Advertising

NEW OPPORTUNITIES FOR ADVERTISERS!

The Rose has long been an outstanding opportunity for businesses to reach families. In 2017-18, The Rose has committed to reducing its environmental impact. In doing so, we are planning several innovations to our show program that will benefit our advertisers and deliver customers right to your digital front door.

IMPROVED SYSTEM FOR RECYCLING & REUSING PROGRAMS

During the 2017-18 season, we will continue to provide hard copies of show programs for our audiences. We will be encouraging customers to leave their programs behind for the next audience, increasing the pass-a-long readership and reducing the overall number of programs needed.

DIGITAL CONTENT TAKES THEM RIGHT TO YOUR WEB SITE

In addition to our traditional printed program, we will also be creating a **digital** version of the program. This digital program will allow audience members to view the program on their phones, tablets, computers and other devices. Ads placed in the program can be linked to a business' website, unique landing page, special offer, video or other online document, allowing them to make online purchases right from their theater seat.

REACH BEYOND SHOW AUDIENCES

Rose customers have asked and now we have answered! Copies of the digital program will be made available on each show page on The Rose website, giving the world access to your ad, whether they attend a show or not. Audience members who saw your ad but have misplaced their program can download the digital copy and read your message on demand.

UPDATE YOUR DIGITAL AD

One of the most common requests we receive from advertisers is to be able to change their advertisement mid-season. With the launch of the digital program, ads in the digital program only can be updated upon request. Please ask about deadline dates for changing out ads.

BE INCLUDED WITH THE ROSE'S KIDS PROGRAM, BEYOND THE CURTAIN

Three years ago, we introduced a front and back document just for kids attending shows at The Rose that came to be known as *Beyond The Curtain*. This publication has quickly become one of our most popular requests at the box office, with adults and children appreciating the fun activities and insights into the show. The printed version of *Beyond The Curtain* is ad-free, but the document will be included along with the digital version of the show program -- with your ad. Like the show program, the digital version of *Beyond The Curtain* will be enhanced with links to online content, games, videos and more that are sure to have families coming back again and again to this fun and informative resource.

ALL THIS, PLUS PRE-K TOO!

The Rose's Pre-K Series, FIRST STAGE, has grown in popularity by leaps and bounds, with sold-out shows and repeat audiences. We have not published a program for these shows in the past, but will be providing a digital program for these shows in the 2017-18 season. All advertisers in the mainstage program will be included in the FIRST STAGE Pre-K Series program AT NO ADDITIONAL CHARGE!



Omaha LOVES The Rose!

The Omaha Visitors Bureau recently conducted a survey of visitors to the Omaha metro area. Its survey found:

- Visitors to Omaha rank The Rose as a top destination, alongside the Henry Doorly Zoo, Omaha Children's Museum and the Old Market.
- Survey participants had attended an event at The Rose more often in the past year than they had attended other top Omaha attractions.
- Sold out shows are becoming the norm, with nearly every performance having at least 80% of the seats filled.
- The Rose has achieved national recognition, with *American Theatre* magazine naming us one of the top 20 children's theaters in the United States.

Coming This Season!

We plan to continue several popular programs in 2017-18 and adding a few new features, including:

- Three world premiere shows will make its debut on The Rose during the 2017-18 season: *Van Gogh & Me* and *The Meaning of Maggie on the mainstage*; and *Winkyn, Blynke & Nod* as a part of the FIRST STAGE Pre-K Series.
- *Madagascar: A Musical Adventure* and *Curious George & the Golden Meatball* both come to The Rose stage for the first time. Members are already lining up their tickets for these popular musicals.
- Audience Engagement Activities - A variety of fun, engaging, and thought-provoking activities will be offered free of charge before and after each show.

For information on advertising
in the 2017-18 programs,
call Advertising Representative
Earl Bates at 402-451-7138,
or e-mail at EarlAds@rosetheater.org

2017-2018 SEASON

Program Advertising

COVER ADS
(5" wide x 8" tall)
\$2,250.00

FULL PAGE ADS
(5" wide x 8" tall)
\$1,950.00

HALF PAGE VERT.
(2.375" wide x 8" tall)
\$1,150.00

QUARTER PAGE VERT.
(2.375" wide x 3.875" tall)
\$850.00

HALF PAGE HORIZONTAL
(5" wide x 3.875" tall)
\$1,150.00

QUARTER PAGE HORIZ.
(5" wide x 1.8125" tall)
\$850.00

PLUS...

With one click, audiences can visit an online destination of your choice in the digital program.

- Your website
- Your current TV commercial
- A coupon to use after the show
- A web form to collect their contact information
- A video about your services
- ANYTHING ON THE INTERNET!

Program Layout & Prices

Your ad will be printed on a 5½ X 8½ page seen by a total audience of 80,000 people.

It will also be included in a digital edition placed on each show page of The Rose website, which receives more than 300,000 views annually.

Outside Back Cover (5 X 8)	\$2,250.00
Inside Front or Back Cover (5 X 8)	\$2,250.00
Full Page (5 X 8)	\$1,950.00
Half Page Vertical (2.375 X 8)	\$1,150.00
Half Page Horizontal (5 X 3.875)	\$1,150.00
Quarter Page Vertical (2.375 X 3.875)	\$850.00
Quarter Page Horizontal (5 X 1.8125)	\$850.00

Advertisers Get Free Tickets!

Advertisers receive up to 18 free tickets good for 2017-18 performances at The Rose, including tickets to our premium holiday event *The Best Christmas Pageant Ever* and next summer's *Newsies*.

AD SIZE:	COVERS	FULL PAGE	HALF PAGE	QUARTER PAGE
Rose Member Shows	10	8	6	4
Christmas Pageant	4	4	3	2
Newsies	4	4	3	2

TOTAL TIX
TIX VALUE



Tickets may be used for the advertiser's personal use, as promotional giveaways, gifts to employees, as a part of an incentive program, online contests or anything you can think of!

They are YOUR tickets to use as YOU wish.



For information on advertising in the 2017-18 programs, call Advertising Representative Earl Bates at 402-451-7138, or e-mail at EarlAds@rosetheater.org