

Advertising Rate Card
2024-25
Program Display Ads & Ticket Back

(Note: Rates are for August 2024 through July 2025, not per performance).

Ad Placement Location and Size	Cost		Estimated # Impressions	
	4-Color	Black Only		
Program:				
Back Cover	\$2,500	-	44,000	SOLD
Inside Cover (Front)	\$2,000	\$1,750	44,000	SOLD
Inside Cover (Back)	\$2,000	\$1,750	44,000	SOLD
Opposite Performance Title Page	\$2,000	\$1,750	44,000	SOLD
After Performance Pages	\$2,000	\$1,750	44,000	
Full Page	\$1,750	\$1,500	44,000	
Half Page	\$1,100	\$850	44,000	
Quarter Page	\$700	\$500	44,000	
Eighth Page	\$600	\$400	44,000	
Business Listing (Business Name and Contact Information)	-	\$300	44,000	
Tickets:				
Ticket Backs (Specify 2 Colors)	-	\$3,000	66,000	SOLD
*** Value-Add Offer ***				
Website:				
Listing (Free with Ad)	-	Free		

Contact: Katie Perkowski at adsales@luhrscenter.com with any questions.

Ticket & Program Advertising Insertion Order Form

Business Name: _____

Business Address: _____

Business Phone Number: () _____ Alternate Phone Number: () _____

General Email Address: _____ Web Site Address: _____

Ad Contact (not for publication): _____

Phone Number (not for publication): _____ Email Address: _____

Web Site Listing (one line – include business Web site address):

AD SPECIFICATIONS

Same as Last year Revised Ad New Ad

Circle Ad Size & Color (See Ad Specifications Sheet for Sizes and Artwork Submission Information):

Back Cover SOLD	Full Page Premium
Front Inside Cover SOLD	Quarter Page
Back Inside Cover SOLD	Eighth Page
Full Page	Listing (Black Only)
Half Page	Ticket Back SOLD

Black & White	4-Color
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Ad Cost: \$ _____

Design Fee \$ _____ (\$50 only if you require design services)

Total Cost \$ _____

Please submit payment via check with order form:

Check # _____ (Please make checks payable to "Shippensburg University/Luhrs Center")

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