



# Advertising Rates

## The Richland Players

The Richland Players is the region's premiere community theatre group. The Players are in residence of the historic Richland Theater, built in 1944. We are honored to be the anchor of Richland's Parkway business district.

The Richland Players relies on program advertising and ticket sales for a majority of its financial support. The Players see on average 1500 - 2000 patrons each show, approximately 8000 ticket holders visiting each season.

Theatergoers make a special evening of their attendance, bringing income to surrounding local businesses. Visitors typically dine out before/after the show, reserve lodging, visit nearby wineries, shop and participate in other local activities while in the area.

<b>Program Advertising:</b>	<b>Per show</b>	<b>Season</b>
Insert Color	\$450	\$1,800
Insert B&W	\$400	\$1,500
Full Page Color	\$350	\$1,250
Full Page	\$270	\$1,020
2/3 Page:	\$180	\$680
Half Page:	\$140	\$530
1/3 Page:	\$85	\$320
Page Tab:	\$45	\$170

Please send ad request to [president@richlandplayers.org](mailto:president@richlandplayers.org) with the following:

- Subject line - Requesting Ad Space
- Specify ad size, and if it's per show or for the season
- Ad in jpeg format

Once approved please mail or deliver completed ad form with payment.



Official Use Only:

Reviewed by

Payment Received



## PROGRAM BOOK AD ORDER FORM

Ad Size	Per show	Season
Insert Color	450.00	1800.00
Insert B&W	400.00	1500.00
Full Page Color	350.00	1250.00
Full Page:	270.00	1020.00
2/3 Page:	180.00	680.00
Half Page:	140.00	530.00
1/3 Page:	85.00	320.00
Page Tab:	45.00	170.00

Specification (Check One)

<input type="checkbox"/>	Insert	5" x 7.5"
<hr style="width: 100%;"/>		
<input type="checkbox"/>	Full Page	4.5" x 7.5"
<hr style="width: 100%;"/>		
<input type="checkbox"/>	2/3 Page	4.5" x 5"
<hr style="width: 100%;"/>		
<input type="checkbox"/>	½ Page	4.5" x 3.75"
<hr style="width: 100%;"/>		
<input type="checkbox"/>	1/3 Page	4.5" x 2.5"
<hr style="width: 100%;"/>		

Official Use Only:

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Page Tab

2.25" x 2.5"

\_\_\_\_\_

Name:

\_\_\_\_\_

Mailing Address:

\_\_\_\_\_

City

\_\_\_\_\_

State

\_\_\_\_\_

Zip

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Phone:

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Fax:

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Authorized Signature

\_\_\_\_\_

Position

\_\_\_\_\_

Date

I agree to pay listed amount above in full, in exchange for ad space in The Richland Players Programs

Payment Method:

\_\_\_\_\_

Check

Payable to The Richland Players

\_\_\_\_\_

Cash

**Please send Ad Form and Payment to:**

**The Richland Players**

Official Use Only:

\_\_\_\_\_

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\_\_\_\_\_

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**P.O. Box 603**  
**Richland, WA 99352**

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