

Florida Studio Theatre reaches over 215,000 attendees each year through its six major programs. Of those attendees, 80,000 attended our Mainstage Programming.

In 2017, we surveyed our audience and found:

- 57.6% are year-round residents in Florida
- 41.7% have attended FST for 10+ years
- 79.6% are married
- 90.6% are age 65+
- Another 10.4% are age 50-64
- 61.4% earn over \$100,000 annually
- 82.6% have a college and/or advanced degree
- 84.2% are retired



Advertising with Florida Studio Theatre allows you to:

Gain exposure

to local residents with high levels of disposable income. Florida Studio Theatre reaches over 215,000 individuals per year and 61.4% earn over \$100,000 annually.

Increase visibility

FST patrons will see your ad again and again at each performance they attend throughout the year, giving you repeat impressions and a bigger impact

Promote a positive company reputation

by becoming a supporter of an esteemed professional theatre located in vibrant downtown Sarasota.

Directly access a highly targeted, desirable market

at a lower cost than other forms of advertising.



2018-19

ADVERTISING RATES AND SPECS



NEW!

Ad Type	Ad Specs WIDTH X HEIGHT	Mainstage FULL COLOR	Cabaret BLACK & WHITE	Stage III BLACK & WHITE	Improv Fest BLACK & WHITE
Full Back Cover*	5" x 8"	\$3,500	————	————	————
Full Inside Cover*	5" x 8"	\$3,000	————	————	————
Full Page*	5" x 8"	\$2,500	\$1,500	\$1,000	\$450
Half Page - Vertical	2.4373" x 8"	\$1,500	\$900	\$500	\$225
Half Page - Horizontal	5" x 3.9375"	\$1,500	\$900	\$500	\$225
Quarter Page - Vertical	2.4375" x 3.9375"	\$900	\$540	\$300	\$125
Quarter Page - Horizontal	5" x 1.9063"	\$900	\$540	\$300	\$125
Eighth Page - Horizontal	2.4375" x 1.9063"	\$525	\$300	\$125	————
Restaurant - Vertical	2.5" x 4.5"	\$600	————	————	————
Restaurant - Horizontal	5" x 1.5"	\$400	————	————	————

*Full Page (Bleed) 5.75" x 8.8"

**WANT TO MAXIMIZE YOUR INVESTMENT?
ASK ABOUT OUR BUNDLED RATES!**

Circulation

Mainstage: 84,000 | Cabaret: 62,000 | Stage III: 6,700 | Improv Fest: 3,600

Sending an Ad

- Preferred formats are .pdf or .jpg
- Design services available for a fee

Deadlines

- Ad creative deadline September 15, 2018
- Payment deadline December 30, 2018

CONTACT PHYLLIS SILVERMAN 941.366.9017 | psilverman@floridastudiotheatre.org

FLORIDA STUDIO THEATRE

Advertising Agreement 2018-19 Season

Publication	Size	Price
Mainstage Playbill		
Cabaret Playbill		
Stage III Playbill		
Improv Fest Playbill		
Other		

Company Name

Company Contact

Billing Address: Street Name, City

State

Zip

Email

Phone

Fax

Total Due: \$ _____

Paid in Full: \$ _____

Deposit Enclosed Y N

Printed Name

Signature

Date

Special Instructions: _____

Terms of Agreement:

A 50% non-refundable deposit is due upon signing this agreement. Advertising copy not received by September 15 will not be printed. Camera-ready copy must be prepared to exact size and with a resolution of 300 dpi. With the exception of cover advertising, placement may be requested, but not guaranteed. Florida Studio Theatre reserves the right to reject any advertisement. Liability due to FST error shall not exceed charge for space occupied by the item in which the error was made. Make checks payable to Florida Studio Theatre, 1241 N. Palm Avenue Sarasota, Fl 34236.