

florida studio theatre

Richard Hopkins
Producing Artistic Director

2019-20 FLORIDA STUDIO THEATRE ADVERTISING

1241 North Palm Avenue, Sarasota, FL | 941.366.9017 | floridastudiotheatre.org



Robert Karma Robinson, Jordan Bellow, Omar Edwards, Terrell Wheeler, and Shane Taylor in Fly. Photo by Matthew Holler.



FLORIDA STUDIO THEATRE (FST), now in its 46th season, has grown from an alternative touring group into a nationally-recognized regional theatre. Hip and historical, entertaining and challenging, FST is truly Sarasota's public theatre. Located in the heart of downtown Sarasota, FST welcomes individuals of all ages, interests, and backgrounds to partake in innovative, high-caliber theatre at accessible prices. FST reaches over 215,000 attendees annually with its ever-expanding campus, which has grown to include five theatres. From Broadway hits, musical revues, and edgy new plays to improv comedy, Children's Theatre, and educational programming, FST is Sarasota's Contemporary Theatre.

ADVERTISE WITH FLORIDA STUDIO THEATRE

When you advertise with FST, you know you're **getting your business directly into the hands** of a dedicated audience of **loyal, affluent, and highly educated** patrons who will **see your ad again and again** throughout the year.

LOCAL

58% of FST audiences are **year-round residents**, so your business or organization has the opportunity to create long-term relationships with this desirable audience base

LOYAL

42% of FST audiences have been attending FST for **10 or more years**
90% of FST audiences are subscribers, which means **repeat impressions** on your advertising

AFFLUENT

FST audiences have high levels of disposable income with over **62%** of FST audiences **earning over \$100,000**

EDUCATED

83% of FST audiences have a **college degree or higher**





Joe Moeller, Jennifer Theriot, Kathryn Huxtable, Kristopher Stanley Ward, Melvin Brandon Logan, Brooke Shapiro, Jeffrey Johnson II, Dane Becker, Lindsay Nantz, Tavia Riveé, Savannah Sinclair and James Michael Avance in Hairspray. Photo by Maria Lyle.

FST Mainstage Playbill

The FST Annual Mainstage playbill is a 5.5 x 8.5" full CYMK color, glossy, 68-page booklet. Playbills are handed out at all four Winter Mainstage productions and all three Summer Mainstage productions **year-round**.

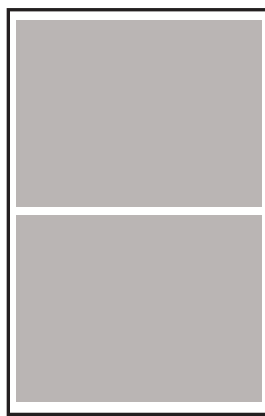
The majority of our attendees are subscribers, which means repeat impressions throughout the year on your advertisement.

Playbill Pricing

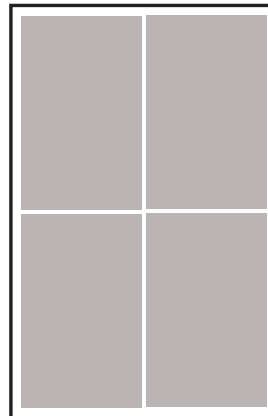
- Dining page ad - Horizontal: \$400
- Dining page ad - Vertical: \$600
- Eighth Page: \$525
- Quarter Page: \$900
- Half Page: \$1,500
- Full Page: \$2,500
- Full Inside Front Cover: \$3,000
- Full Inside Back Cover: \$3,000
- Back Cover: \$3,500



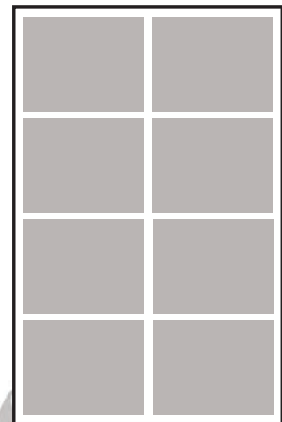
Full Page
\$2,500
5" (w) x 8 (h)"
Full bleed: include
.125" on all sides



Half Page
\$1,500
5" (w) x 3.9375 (h)"



Quarter Page
\$900
2.4375" (w) x 3.9375" (h)



Eighth Page
\$525
2.4375" (w) x 1.9063 (h)"

