



Nancy Valentini – Program & Advertising Governor
21730 Madison, Dearborn, Michigan 48124
programs@playersguildofdearborn.org ♦ (734) 634-9557 (cell)

Dear Friend of The Players Guild of Dearborn:

Thanks to the generous support of local businesses and organizations like yours, the Players Guild of Dearborn can continue sharing the arts with our audiences each year!

Give back to the community and benefit your company all at the same time.

We are always looking for businesses to support local theatre by advertising in our programs. As a non-profit organization, we depend upon the support of program advertisers to help us balance our budget. Your program ad fee helps to subsidize production costs and allows us to maintain the kind of artistic quality our community has come to expect and enjoy.

How will your business benefit?

Your advertisement will be featured in five programs during the theatre season and will be viewed multiple times by our audience members. In addition to reading their Guild program before each performance and during intermission, most audience members take their programs home for further browsing. By advertising in the Players Guild program, your business will enhance its reputation as a community booster. You will also help strengthen an organization that attracts visitors to the Dearborn area. We have 7,500 to 10,000 patrons who come to our plays each season, and we'd love for them to support your business or organization after seeing your ad in our program.

Our 89th season has something for everyone and includes three musicals!

- *Two by Two*, the musical retelling of Noah and the Ark.
- *Legally Blonde*, the international award-winning musical based on the hit movie
- *Arsenic and Old Lace*, the classic, surefire comedy hit
- *The Lion in Winter*, the historical drama depicting the personal and political conflicts of Henry II
- *Sugar*, the "Some Like it Hot" musical.

We are so excited to present this season to our patrons, and we want you to be there with us!

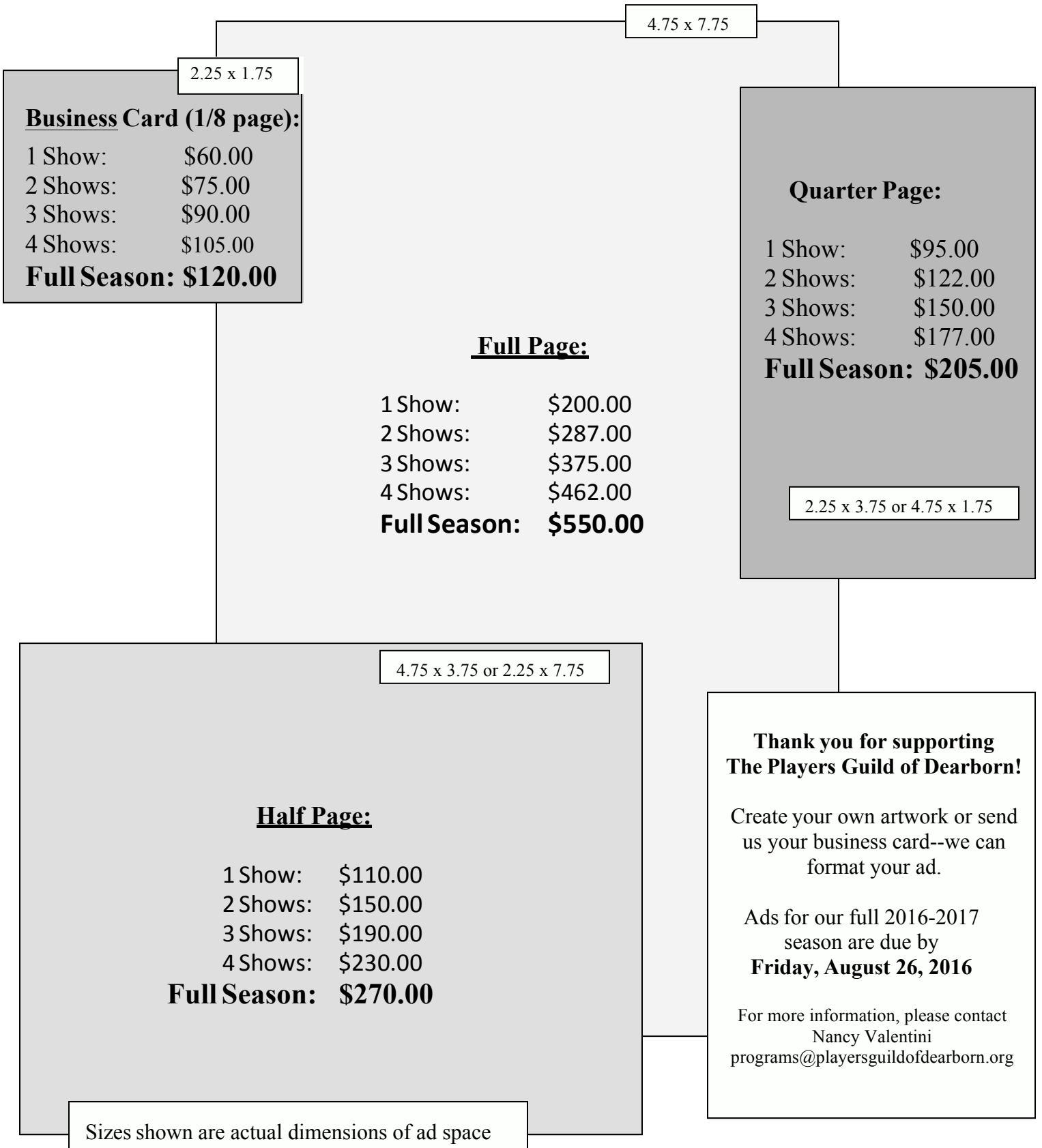
The deadline for a full season ad is Friday, August 26, 2016. Feel free to design your own ad, use one from a prior season, or just send us your business card--we'll format an ad for you! Please mail your artwork or business card with the order form and payment to the above address, or send your graphic by e-mail to programs@playersguildofdearborn.org.

The Guild and I are incredibly grateful to you for helping to make our 89th season a success!

Sincerely,

Nancy Valentini
Program & Advertising Governor
The Players Guild of Dearborn

“Players”
The Players Guild of Dearborn Season Program Book
2016-2017 Advertising Rates



Sizes shown are actual dimensions of ad space

“Players”
The Players Guild of Dearborn
Program Advertising Order Form

Business/Organization: _____
Contact Person: _____
Contact number: _____
E-mail: _____

Yes! Please sign me up for advertising space in the “Players” Program Book:
See included information sheet for 2016-2017 advertising rates

Ad Size:

- Business Card/Eighth Page
- Quarter Page
- Half Page
- Full Page

Quantity of Ads:

- 1 Show
- 2 Shows
- 3 Shows
- 4 Shows
- Full Season (all 5 shows)

The deadline for your full season ad is Friday, August 26, 2016

Please use the art from the 2015-16 Players Guild program

Please send artwork or business card with order form and payment by Friday, August 26, 2016 to:

The Players Guild of Dearborn
Attn: Nancy Valentini
P.O. Box 2617
Dearborn, MI 48124

To send your graphic via e-mail, please write to programs@playersguildofdearborn.org.

- I have enclosed a check made payable to “The Players Guild of Dearborn” for \$ _____.
- I would like to pay by credit card:

Cardholder’s Name

Credit Card No.

Expiration date

CVV Code

\$_____
Total to be charged

If you would like a receipt for your ad purchase, please check box below:

- Please send me a receipt to the address included in my order!**

The Players Guild of Dearborn is a 501(c)3 organization. License No. C23911



The
PLAYERS GUILD
of DEARBORN

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Two by Two

Ads due by Friday, August 26, 2016

Legally Blonde

Ads due by Monday, October 24, 2016

Arsenic and Old Lace

Ads due by Monday, December 19, 2016

The Lion in Winter

Ads due by Monday, February 13, 2017

Sugar

Ads due by Monday, April 10, 2017

Interested in making changes to your full season ads? By all means, do so! We just ask that you please submit all changes by the above deadlines. We will assume that you wish for your ad to remain the same if we do not receive changes (or notice from you) by these dates. If you anticipate having any difficulty submitting your ads by these deadlines, please contact Nancy Valentini at programs@playersguildofdearborn so other arrangements can be made.

Please feel free to call or e-mail with any questions. Thanks!