



ERIE PLAYHOUSE

2024 PLAYBILL RATE CARD

SEASON PACKAGE - DEADLINE 1/15/24

ENTIRE SEASON	
COLOR*	B/W
Full Page	\$ 3,525 / \$ 3,000
Half Page	\$ 2,400 / \$ 1,875
Quarter Page	\$ 1,650 / \$ 1,125

SEASON PACKAGE INCLUDES ALL 7 MAINSTAGE AND 3 YOUTHEATRE SHOWS AT 25% SAVINGS!

Savings reflected compared to single show pricing.

MAINSTAGE

SAVE 10% SAVE 11% SAVE 12% SAVE 13% SAVE 14% SAVE 15%

Ad Size	1 SHOW		2 SHOWS		3 SHOWS		4 SHOWS		5 SHOWS		6 SHOWS		7 SHOWS	
	COLOR*	B/W	COLOR*	B/W	COLOR*	B/W	COLOR*	B/W	COLOR*	B/W	COLOR*	B/W	COLOR*	B/W
Full Page	\$ 500	\$ 400	\$ 900	\$ 720	\$ 1,335	\$ 1,068	\$ 1,760	\$ 1,408	\$ 2,175	\$ 1,740	\$ 2,580	\$ 2,064	\$ 2,975	\$ 2,380
Half Page	\$ 350	\$ 250	\$ 630	\$ 450	\$ 934	\$ 667	\$ 1,232	\$ 880	\$ 1,522	\$ 1,087	\$ 1,806	\$ 1,290	\$ 2,082	\$ 1,487
Quarter Page	\$ 250	\$ 150	\$ 450	\$ 270	\$ 667	\$ 400	\$ 880	\$ 528	\$ 1,087	\$ 652	\$ 1,290	\$ 774	\$ 1,487	\$ 892

YOUTHEATRE

SAVE \$50 SAVE \$100

Ad Size	1 SHOW		2 SHOWS		3 SHOWS	
	COLOR*	B/W	COLOR*	B/W	COLOR*	B/W
Full Page	N/A	\$ 400	N/A	\$ 750	N/A	\$ 1,100
Half Page	N/A	\$ 250	N/A	\$ 450	N/A	\$ 650
Quarter Page	N/A	\$ 150	N/A	\$ 250	N/A	\$ 350

ADVERTISING DEADLINES

MAINSTAGE:

- Tootsie: 1/19/24
- Inherit the Wind: 3/28/24
- Guys & Dolls: 6/7/24
- Newsies: 7/19/24
- Shawshank Redemption: 9/6/24
- Sweeney Todd: 10/4/24
- Beauty and the Beast: 11/27/24

YOUTHEATRE:

- Lyle the Crocodile: 2/23/24
- Diary of a Wimpy Kid: 5/3/24
- Tuck Everlasting: 11/8/24

All ads must be camera-ready -- PDF (preferred), EPS, JPG or PNG.

All multi-show packages can be paid in installments. Contact us for details.

Rates apply to 2024 productions only and cannot be extended into the 2025 season.

*Color ads only available in Mainstage playbills. Premiere weekend and Youtheatre playbills are black/white only.

For more information, contact us at 814-454-2852 or email info@erieplayhouse.org