



2023-2024 Theatrical Season Playbill Ad Price Sheet

In addition to advertising your business, purchasing ACT1 Program ads shows ACT1 patrons that you and your business support local arts in Alpharetta.

Check out [ACT1 Theater's 2023-2024 Theatrical Season!](#)

Show	Total Tickets	Full Page	1/2 Page	1/4 Page	Back Page (Full Color)
<i>12 Angry Jurors</i> (play)	252	\$ 80.00	\$ 48.00	\$ 29.00	\$ 120.00
<i>Hamlet</i> (online only)	750	\$ 40.00	\$ 24.00	\$ 14.00	\$ 60.00
<i>She Loves Me</i> (musical)	702	\$ 150.00	\$ 90.00	\$ 54.00	\$ 225.00
<i>Eurydice</i> (play)	186	\$ 80.00	\$ 48.00	\$ 29.00	\$ 120.00
<i>Ruby Sunrise</i> (play)	234	\$ 80.00	\$ 48.00	\$ 29.00	\$ 120.00
<i>The Secret Garden</i> (musical)	495	\$ 150.00	\$ 90.00	\$ 54.00	\$ 225.00
Face cost for whole Season	2619	\$ 580.00	\$ 348.00	\$ 209.00	\$ 870.00
Discounted cost for whole Season	2619	\$ 500.00	\$ 300.00	\$ 180.00	\$ 750.00

Musicals are more well attended than non-musical plays, with 68 tickets sold per show compared to 27 for non-musical plays.

Based on the preceding two years, we anticipate more than 2,500 tickets to be sold this season. Additionally, we are planning for up to 900 people to attend the free Shakespeare in the Park production.

All ads except the Back Cover will be in black and white in printed programs. If a color ad is submitted for an ad that will be printed in black and white, it will be in color in the online version. After purchasing an ad or a package, you will need to email a .jpg or a .png file or a link to such file [here](#). Ideal pixel sizes (at 300 pixels/inch) for images are:

- Full Page: 2120 x 3176 (portrait) (including Back Cover)
- Half Page: 2120 x 1548 (landscape)
- Quarter Page: 1020 x 1548 (portrait)

We reserve the right to crop submitted images that do not comport with the above recommended sizes.

ACT1 Theater will not print an ad that is objectionable for any reason. The basis of what is objectionable is in the sole discretion of ACT1 Theater.

[Questions?](#)

