



# 2017/2018 Season Program Advertising Kit

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## Contact

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Aurora Theatre Company  
2081 Addison Street, Berkeley, CA 94704

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[www.auroratheatre.org](http://www.auroratheatre.org)

# Advertising with Aurora Theatre Company

## Our Audience

- Aurora's annual attendance is over 26,000
- 71% of our audience members have a college degree
- 42% of our audience members have graduate degrees
- 48% of our audience have an annual household income of over \$100,000
- 89% of our audience is age 50 or above

## Our Printed Programs

- Our professionally-designed and locally-printed programs provide a high quality vehicle to showcase your ad.
- Advertising space is competitively priced and reaches the same market as larger, more expensive arts organizations.
- Theatrical programs are read in detail before the show starts, referenced frequently during the show and at intermission, and kept as souvenirs after the event.
- Program advertising helps show your support for local arts organizations, and reminds arts patrons of your commitment to the community.

## Our Mission

Aurora Theatre Company invigorates audiences and artists through the shared experience of professional, intimate theatre. Our work, while entertaining, is more than entertainment as we challenge ourselves and community to do better, think deeper, laugh louder and cast wider nets of empathy toward the world. Through our productions of both classic and new works, we support the Bay Area community by hiring local artists and artisans and likewise support all forms of diversity both onstage and off.



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# Advertising Rates, Deadlines, and Specifications

## 2017/2018 Season

### Advertising Rates (per insertion)

| POSITION                      | DIMENSIONS    | 1 MAINSTAGE PLAY | 3 MAINSTAGE PLAYS | 5 MAINSTAGE PLAYS | 1 HARRY'S UPSTAGE PLAY |
|-------------------------------|---------------|------------------|-------------------|-------------------|------------------------|
| Full Page (b/w)               | 4.84" x 7.60" | \$960            | \$855             | \$775             | \$700                  |
| Half Page Horizontal (b/w)    | 4.84" x 3.73" | \$520            | \$465             | \$415             | \$390                  |
| Half Page Vertical (b/w)      | 2.35" x 7.60" | \$520            | \$465             | \$415             | \$390                  |
| Quarter Page Horizontal (b/w) | 4.84" x 1.79" | \$335            | \$285             | \$260             | \$235                  |
| Quarter Page Vertical (b/w)   | 2.35" x 3.73" | \$335            | \$285             | \$260             | \$235                  |
| Eighth Page (b/w)             | 2.35" x 1.79" | \$210            | \$155             | \$130             | \$130                  |

### Run Dates & Deadlines

| MAINSTAGE PLAY       | SCHEDULED RUN*               | RESERVATION / ARTWORK DEADLINES |
|----------------------|------------------------------|---------------------------------|
| Luna Gale            | September 1–October 1, 2017  | July 24 / August 4              |
| The Royale           | November 3–December 3, 2017  | September 25 / October 6        |
| Widowers' Houses     | January 26–February 25, 2018 | December 4 / December 15        |
| Eureka Day           | April 13–May 13, 2018        | March 5 / March 16              |
| Dry Powder           | June 22–July 22, 2018        | May 14 / May 25                 |
| HARRY'S UPSTAGE PLAY | SCHEDULED RUN*               | RESERVATION / ARTWORK DEADLINES |
| A Number             | March 9–April 22, 2018       | January 29 / February 9         |

*\*Mainstage productions may extend up to two weeks after the scheduled closing date; productions at Harry's UpStage may extend for two or more weeks after the scheduled closing date*

### Specifications

- Publication: 5.5" x 8.5" finished booklet on 100# smooth paper stock.
- Presentation: Full color outside jacket only. Rates are based on black/white interior pages.
- Images must be either PDF, EPS, JPG or TIFF, 300dpi, black and white.

**Note:** for best results, please be sure to convert all images to grayscale mode **before** importing into your layout software, and set the color space of your layout software to grayscale before exporting your finished ad. Aurora cannot take responsibility for the appearance of ads with non-grayscale embedded images.

### Payment

- Payment is due upon completion of advertisement order. Advertisers may be billed per insertion if credit is approved by Aurora.
- Advertisers receive 5% off the total cost when full payment is made in advance for the entire 6-play season. Non-profit organizations receive a 10% discount.
- Invoices are considered past due after 30 days. Late fees may apply.



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# Aurora Theatre Company

## 2017/2018 Season

### ***Luna Gale***

**By Rebecca Gilman | Directed by Tom Ross | Bay Area Premiere  
September 1–October 1, 2017**

Who decides what's best for a child? Caroline, a veteran social worker, knows immediately that baby Luna is not safe in her home. Luna's grandmother is happy to take the infant, but after the transition Caroline fears she's put Luna at further risk. Amidst a familial tangle of past secrets, hidden motives, and all-too-human mistakes, there are no good choices—only good intentions. Playwright Rebecca Gilman is known for masterfully tackling social issues with arresting, conversation-starting dramas (*Spinning Into Butter*, *The Glory of Living*). *Luna Gale*, her latest play, is both heartrending and hopeful as it wrestles with grave moral dilemmas and resists easy answers.

*"ONE OF [2014'S] MOST VALUABLE ADDITIONS TO AMERICAN DRAMA." ~LA TIMES*

### ***The Royale***

**By Marco Ramirez | Directed by Darryl V. Jones | Bay Area Premiere  
November 3–December 3, 2017**

From Marco Ramirez, the award-winning writer of the hit TV series *Orange Is the New Black* and *Sons of Anarchy*, comes a tightly constructed, viscerally theatrical tale that has seen acclaimed productions in New York, London, Chicago, and Los Angeles. It's 1905, and Jay "The Sport" Jackson is ready to take on both the current heavyweight champion and the entrenched discrimination of the Jim Crow era -- but is America ready for him? *The Royale* is inspired by the real-life experiences of Jack Johnson, the first African-American heavyweight world champion. With rhythmic and ingenious staging, Ramirez's contenders never physically engage in the ring; instead it's "The Sport's" internal struggle that delivers a sharp and surprising impact.

*"A GRIPPING, VIVID COUP DE THEATRE." ~VARIETY*

### ***Widowers' Houses***

**By George Bernard Shaw | Directed by Joy Carlin | A Classic Satire  
January 26–February 25, 2018**

No one is innocent of the excesses of capitalism in this crackling comic satire that launched Shaw's career as a playwright. When Harry Trench, a well-intentioned young doctor, falls in love with hot-tempered Blanche Sartorius, he never suspects that his prospective father-in-law's fortune is derived from ruthless schemes to exploit the poor. Can the young lovers' passion survive this fall from innocence? With colorful villains and foils to offset the romantic duo, Shaw's take on gentrification, rent prices, and social responsibility is as timely today as it was in 1892.

*"A SMASHING SATIRE!" ~ OAKLAND TRIBUNE*

**(continued next page)**



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# Aurora Theatre Company

## 2017/2018 Season (continued)

### ***A Number***

**By Caryl Churchill | Directed by Barbara Damashek | A Contemporary Classic**  
**At Harry's UpStage in the Dashow Wing**  
**March 9–April 22, 2018**

Bernard has just discovered that he's not the only Bernard: he's been cloned. By a marvel of genetic science, Bernard's father was able to make faithful copies of his beloved son. Soon Bernard, his father, and the duplicate Bernards are swept up in a compelling and emotional quest to find the truth of the matter, and the truth of what matters. Caryl Churchill artfully reveals a multifaceted psychological puzzle, taking on human cloning to explore identity, family relationships, and second chances.

*"WHAT A TREMENDOUS PLAY THIS IS, MOVING, THOUGHT-PROVOKING AND DRAMATICALLY THRILLING."*  
~DAILY TELEGRAPH

### ***Eureka Day***

**By Jonathan Spector | Directed by Josh Costello | World Premiere**  
**April 13–May 13, 2018**

At forward-thinking Eureka Day School, all decisions are made by consensus and everyone's opinion is valued. But when a crisis puts their children in danger, it turns out that Eureka Day parents have different definitions of safety. The debate over vaccinations hits home in this comedy of liberal manners, as the school community confronts the central question of our era: how do you find consensus when you can't agree on the facts? *Eureka Day* is the first commission from Aurora's Originate+Generate program, by local playwright and two-time Aurora Global Age Project winner Jonathan Spector. Aurora is proud to offer the world premiere of an incisive new play that is funny, poignant, and oh-so-Berkeley.

*"A FUNNY, FUNNY PLAY ABOUT SERIOUS THEMES THAT BOTH MOVES AND TICKLES ITS AUDIENCE."*  
~CHARLES KRUGER, THEATRESTORM (on "IN FROM THE COLD")

### ***Dry Powder***

**By Sarah Burgess | Directed by Jennifer King | Bay Area Premiere**  
**June 22–July 22, 2017**

After throwing himself a lavish engagement party in the same week that his private equity firm forced job cuts at a national retailer, Rick is facing a PR disaster complete with angry protesters and scathing editorials. Luckily one of his Managing Directors, Seth, has the ideal fix: a cheap buyout of an American manufacturer that will grow jobs and save face. But Jenny, another of the firm's partners, favors a cutthroat strategy that will maximize profit at any cost. A recent New York hit, *Dry Powder* is a razor-sharp and whip-smart comedy that skewers the world of high finance.

*"...LACERATING...NUANCED...EXTRAORDINARILY TIMELY."* ~TIME OUT (NEW YORK)



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# Aurora Theatre Company

## Program Advertising Agreement - 2017/2018 Season

### ADVERTISER INFORMATION

Organization \_\_\_\_\_

Contact Name & Position \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

### ADVERTISING RATES *Please circle your choice*

| POSITION                      | DIMENSIONS    | 1 MAINSTAGE PLAY | 3 MAINSTAGE PLAYS | 5 MAINSTAGE PLAYS | 1 HARRY'S UPSTAGE PLAY |
|-------------------------------|---------------|------------------|-------------------|-------------------|------------------------|
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### INSERTIONS *Please choose the programs in which your ad(s) should appear*

- Luna Gale** (Sep 1–Oct 1)     
  **Widowers' Houses** (Jan 26–Feb 25)     
  **Eureka Day** (Apr 13–May 13)  
 **The Royale** (Nov 3–Dec 3)     
  **A Number** (Harry's UpStage, Mar 9–Apr 22)     
  **Dry Powder** (Jun 22–Jul 22)

### COST

|                        |            |                                |            |
|------------------------|------------|--------------------------------|------------|
| # Mainstage Insertions | Rate       | Harry's Upstage Insertion Rate | Total Cost |
| _____                  | x \$ _____ | + \$ _____                     | = \$ _____ |

PLEASE CHOOSE HOW YOU WISH TO BE CHARGED:  I will pay per insertion.  I will pay in full and in advance.\*  
 \*Receive 5% off the total cost when payment is made in full and in advance for the entire 6-play season.

Advertiser hereby contracts with Aurora Theatre Company for advertising in the programs as noted above. Payment is to be made in advance unless credit is approved by Aurora. Advertisers with credit will be billed on publication date and invoices will be considered past due after 30 days. Late fees may apply.

Advertising ordered by \_\_\_\_\_ Date \_\_\_\_\_

Aurora Theatre Company approval \_\_\_\_\_ Date \_\_\_\_\_

Please fax completed form to **510.843.4826** Attn: Pamela Webster or email [pwebster@auroratheatre.org](mailto:pwebster@auroratheatre.org)



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