



THEATRE
TALLAHASSEE

Reach over 14,000 loyal patrons by advertising in Theatre Tallahassee's 2025-2026 playbill! Our patrons are active members of the community who value the arts and support local businesses. With high rates of repeat attendance and strong word-of-mouth networks, our audiences are ideal for building brand loyalty.

THERESA DAVIS
EXECUTIVE DIRECTOR

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2025-2026 PLAYBILL
ADVERTISING
OPPORTUNITIES

ADVERTISE IN OUR PLAYBILLS AND BE SEEN!

Theatre Tallahassee has been in operation for over 75 years, and relies on our local businesses to help us bring the best theatrical performances to our community. Advertising in our playbills shows your support to the community and ensures our mission to present the highest quality productions.

LEVERAGE YOUR REACH

- Performances year-round
- Variety of shows reaching diverse audiences
- Typical patrons are 30-70 years old and active in the local community
- 7 shows, 75 performances, reaching over 14,000 patrons
- Special Events
- Excellent digital marketing presence



Full Page
5.5" x 8.5"
\$1000

TAILORED FOR YOU

Our range of advertising options makes it easy to find the best fit for your business and budget, and we're always here to provide information and answer questions.

SO MANY OPTIONS

From print and digital playbill publications to email blasts and website content, we've got you covered.



Half Page Vertical
2.75" x 8.5"
\$500



COMPLIMENTARY TICKETS

In addition to advertising placement, Full Page to 1/4 Page advertisers will receive complimentary show tickets.

Full page = 15 Flex Tickets (\$375 value)
Half page = 10 Flex Tickets (\$250 value)
1/4 page = 5 Flex Tickets (\$125 value)

Half Page Horizontal
5.5" x 4.25"
\$500

1/4 Page Vertical
2.75" x 4.25"
\$250

FLEXIBLE ADVERTISING

- All ads are full color in both print & digital playbills
- Art is changeable for each show, just submit before the print deadline
- Full playbill available online, with a link from the Theatre Tallahassee website
- Ads and Logos will be displayed on Lobby monitors prior to show and during intermission
- Ad images must be either PDF, EPS, JPG, or TIFF at 300 dpi

Logo Placement
\$50



Show your support by being represented in our programs for the season with an 1/8 page logo placement in the playbill.

See TheatreTallahassee.org/Playbill for an example of our digital playbills.

Full Page 5.5"x 8.5"	\$1000	15 Flex Tickets (\$375 value)
Half Page Horizontal 5.5"x4.25"	\$500	10 Flex Tickets (\$250 value)
Half Page Vertical 2.75"x8.5"	\$500	10 Flex Tickets (\$250 value)
1/4 Page 2.75"x4.25"	\$250	5 Flex Tickets (\$125 value)
Logo Placement	\$50	

- All ads and logos are full color.
- All ads must be submitted at 300 dpi; PDF, EPS, JPG, or TIFF preferred.
- For full bleed, ads may include an additional 1/4" bleed edge.
- Logos should be submitted as vector graphics if at all possible. Or may be submitted as high res PNGs or JPGs no smaller than 300px on its longest side.

To purchase, visit: TheatreTallahassee.org/Advertise

THANK YOU TO OUR CURRENT AND PAST SPONSORS!



Westminster
Oaks

