



# Ohio's Premier Professional Theatre

**2009 - 2010**  
SEPTEMBER 15, 2009 - MAY 2, 2010  
BOLTON & DRURY THEATRES

## ADVERTISING RATE INFORMATION

### PROGRAM ADVERTISING RATES FULL SEASON

Back Cover.....	\$6,700
Inside Front Cover .....	\$6,125
Inside Back Cover .....	\$5,575
Full Page.....	\$5,500
Half Page .....	\$3,200
Quarter Page .....	\$1,865
Eighth Page.....	\$1,170
Shopper's Guide .....	\$565

### MECHANICAL MEASUREMENTS

Program Trim Size .....	5.5" wide x 8.5" high
Full Page (Bleed) .....	5.75" wide x 8.75" high
Full Page.....	4.75" wide x 7.75" high
Half-Page Horizontal.....	4.75" wide x 3.75" high
Half-Page Vertical .....	2.25" wide x 7.75" high
Quarter Page Horizontal .....	4.75" wide x 1.875" high
Quarter Page Vertical.....	2.25" wide x 3.75" high
Eighth Page Horizontal.....	4.75" wide x .875" high
Fine Shops.....	2.25" wide x 1.25" high

### CONDITIONS

- Agency Commission (15%) to recognized agencies
- The Cleveland Play House reserves the right to approve all advertising

### AD SPECIFICATIONS

- Complimentary color offered for ads 1/4 page or larger.
- Press-ready PDF files, sized to specifications are preferred.  
It is not necessary to include printer's marks (crop marks, color bars, registration marks, etc.).
- E-MAIL ADS TO: [jyoung@clevelandplayhouse.com](mailto:jyoung@clevelandplayhouse.com)
- Put "Program Ad for NAME OF YOUR ORGANIZATION in the SUBJECT AREA of the e-mail.
- QUESTIONS? Call John Young at 216.795.7000, ext. 232.

See back of rate sheet for season schedule & ad copy deadlines.  
SPACE DEADLINE (FOR FIRST PLAY): AUGUST 4, 2009

QUESTIONS ABOUT ADVERTISING:  
Kitty Phelan Associates LLC  
216.932.1353  
[phelanassoc@sbcglobal.net](mailto:phelanassoc@sbcglobal.net)

## Kitty Phelan Associates LLC

QUESTIONS ABOUT PRODUCTION:  
[jyoung@clevelandplayhouse.com](mailto:jyoung@clevelandplayhouse.com)  
John Young, CPH at 216.795.7000 ext. 232  
8500 Euclid Avenue, Cleveland, Ohio 44106

# 2009-2010 SEASON

## BEETHOVEN, AS I KNEW HIM

SEPTEMBER 15 - OCTOBER 4, 2009

*A Musical!*

**AD DEADLINE: AUG 4, 2009**

## INHERIT THE WIND

OCTOBER 23 - NOVEMBER 15, 2009

*Classic Courtroom Drama!*

**AD DEADLINE: SEP 23, 2009**

## A CHRISTMAS STORY

NOVEMBER 27 - DECEMBER 20 2009

*A Family Holiday Classic!*

**AD DEADLINE: OCT 28, 2009**

## Neil Simon's LOST IN YONKERS

JANUARY 8 - 31, 2010

*A Comedic Coming of Age Tale!*

**AD DEADLINE: DEC 9, 2009**

## AIN'T MISBEHAVIN'

JANUARY 29 - FEBRUARY 21, 2010

*Fats Waller Jazz Musical!*

**AD DEADLINE: DEC 30, 2009**

## Jane Austen's EMMA

FEBRUARY 26 - MARCH 21, 2010

*Romantic Comedy!*

**AD DEADLINE: JAN 27, 2010**

## BILL W. AND DR. BOB

APRIL 9 - MAY 2, 2010

*Powerful Drama!*

**AD DEADLINE:  
MAR 3, 2010**



## BE A PART OF THIS EXCITING SEASON!

### GENERAL INFORMATION

The Cleveland Play House Program is distributed free to persons attending the plays for the 2009-2010 season. The season consists of seven main stage plays performed Tuesdays - Sundays from September 12, 2009 - May 2, 2010.

This rate sheet revised 3/09. Effective for 2009-2010 Season.



We are grateful that you chose to join us for this performance. Your willingness to use your hard-earned money to purchase tickets and make contributions to The Play House not only allows us to create top-flight theatre, but also creates jobs for the hundreds of actors, artisans, technicians, educators and administrators that it takes to fulfill our mission. In this simple but effective way, The Play House joins with arts organizations throughout Greater Cleveland to contribute mightily to our economy, accounting for nearly 4,000 jobs and \$1.3 billion in regional economic activity. While The Play House exists first and foremost to produce outstanding theatre and arts education programming, the economic impact of our activities is a community benefit that should be acknowledged and encouraged by our civic leaders.

- Kevin Moore, Managing Director

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