



Season 33 Playbill Advertising

The award-winning theatre company Milagro is entering its ground-breaking Season 33 with an extraordinary line up of performances like nothing else in town!

With a diverse, loyal, and culturally savvy audience, your ad will be seen in our programs by not only the growing Latino community, but also arts and culture patrons, educators and students. Audiences visit our Inner Southeast home from all over the Portland metropolitan area, and their average annual income is over 50k.

Circulation

We see approximately 12,000 visitors over the course of our season, with an average of 1000 patrons per production.

Full-season advertisers also receive complimentary display ads in special edition programs for our annual event *Posada Milagro*, a holiday celebration in December, and a mini-profile in our summer e-mail newsletters (circulation 5,000+) as well as cross promotion on social media when applicable.

Ad Sizes & Rates

Become a season advertiser and save up to 20% - 30% off the individual rate!

AD SIZE	DIMENSIONS	PER SHOW	FULL SEASON
Full page	6.5" w by 8" h	\$420	\$1470
Half page	6.5" w by 3.75" h	\$295	\$1032
Quarter page	3" w by 3.75" h	\$185	\$740
Eighth page	3" w by 1.75" h	\$135	\$540

We are happy to discuss special opportunities (group advertisements, program inserts, promo codes, etc.) Call for details.

Artwork

300 dpi PDF preferred; greyscale. All fonts embedded. Actual size. Artwork may be switched between shows at no extra charge.

Due Dates

PRODUCTIONS	SPACE RESERVATIONS BY	ARTWORK BY
<i>El Muerto Vagabundo</i>	August 26, 2016	September 30, 2016
* <i>Posada Milagro</i>	December 5, 2016	December 9, 2016
<i>El Payaso</i>	December 26, 2016	December 30, 2016
<i>Swimming While Drowning</i>	January 23, 2017	January 27, 2017
<i>Lydia</i>	February 27, 2017	March 3, 2017
<i>Óye Oyá</i>	April 10, 2017	April 14, 2017

SEASON 33

El Muerto Vagabundo
A Day of the Dead Celebration
 October 13 - November 6, 2016

El Payaso
National touring production
 January 12 - 21, 2017

Swimming While Drowning
 February 9 - 25, 2017

Lydia
 March 16 - April 8, 2017

Óye Oyá
Spanish language musical
 April 27 - May 27, 2017



Advertising Contract • 2016-2017 Playbill

MILAGRO

AUTHENTIC • VIBRANT • PROVOCATIVE

Company Name: _____

Billing Address: _____

City/State/Zip: _____

Contact: _____

Telephone: _____

Fax: _____

E-mail: _____

Size of ad: Full page Half page Quarter page Eighth page

Playbill: Full Season *Swimming While Drowning*

El Muerto Vagabundo *Lydia*

El Payaso *Óye Oyá*

Ad price: _____

Notes and special requirements: _____

Payment Method

Credit card # _____ Expiration date _____ CVV code _____

Visa _____ Mastercard _____ American Express _____

Check enclosed (make payable to Miracle Theatre Group)