

PROGRAM ADVERTISING RATE CARD 2018-2019



TOM HURST (4)



Ten Great Performances — Starring YOU!

MAD COW THEATRE SEASON 22!

THE ROYAL FAMILY
by George S. Kaufman & Edna
Ferber **SEPT. 21-OCT. 14, 2018**

**RAPTURE, BLISTER,
BURN**
by Gina Gionfriddo **OCT. 26-
NOV. 18, 2018**

**THE MYSTERY
OF EDWIN DROOD**
by Rupert Holmes
NOV. 30-DEC. 23, 2018

HAND TO GOD
by Robert Askins
JAN. 18-FEB. 10, 2019

GLORIA
by Branden Jacobs-Jenkins
FEB. 15-MARCH 10, 2019

TOP GIRLS
by Caryl Churchill
MARCH 29-APRIL 21, 2019

ONCE
Book by Enda Walsh,
music by Glen Hansard
and Markéta Irglová
JUNE 7-30, 2019

**OUTSIDE
MULLINGAR**
by John Patrick Shanley
JUNE 21-JULY 14, 2019

**HEARTBREAK
HOUSE**
by George Bernard Shaw
AUG. 9-SEPT. 1, 2019

FADE
by Tanya Saracho
AUG. 23-SEPT. 15, 2019



WHEN YOU ADVERTISE WITH MAD COW THEATRE ...

Your business will reach more than 2,000 Mad Cow audience members per production and 20,000 potential customers over the full season. Offer your products and/or services to theatre people who love the arts — And, YOU become the star!

- Mad Cow audiences are sophisticated people with an interest in cultural events and an average annual household income of \$75,000.
- Mad Cow's visitors are professionals, including lawyers, physicians, and educators.
- Our average audience member is 45 or older and has a high level of discretionary spending.
- More than 75 percent of our audience members dine out before the show.
- Mad Cow's audience members live in downtown Orlando, Winter Park, Maitland, Dr. Phillips and Windermere.

NET AD RATES PER INSERTION*

20% Premium applied for ads in double programs.
10X (full season) Advertisers pay regular rate.

Ad Frequency	Inside Cover Front/Back	Full Page	1/2 Page	1/4 Page	Spot Light 1/8
10X	\$325 per show	\$195 per show	\$130 per show	\$95 per show	\$65 per show
6X	\$400 per show	\$240 per show	\$160 per show	\$125 per show	\$75 per show
1X	\$500 per show	\$400 per show	\$200 per show	\$150 per show	\$100 per show

Full Page Full Bleed Trim: 5.5" x 8.5"	1/2 Page H 4.8125" x 3.8125"	1/4 Page V 2.3125 x 3.8125 H 4.8125 x 1.8125	Spot Light 1/8 2.5" x 1.625"
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Mad Cow Theatre is a 501(c)3 organization.

Ten Great Performances — Starring YOU!



VIDEO MONITOR ADVERTISEMENT RATES

Showcase your group, business or product on Mad Cow Theatre's lobby monitors! Do both a Program ad and one or both lobby monitors. **BONUS:** Rates for lobby monitors are lower when you do both!

LOBBY MONITOR NET AD RATES PER SHOW

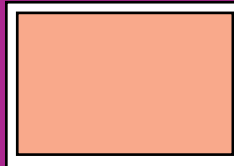


IMAGE REQUIREMENTS

2560 x 1440 pixels – horizontal – RGB – jpeg.
300 dpi. Advertising deadlines apply.

	All Shows w/ Print program ad	6 Shows	1 Show
1 Monitor	\$50 per show	\$75 per show	\$100
2 Monitors	\$75 per show	\$50 per show	\$90

TERMS

All advertising is payable in advance. A credit card is required as a guarantee of payment. Ads may be paid by check or cash or charged to the credit card the week the ad runs.

AD PROOFS

Advertisers are responsible for reviewing and approving ads before they go to print and to notifying Mad Cow Theatre of any errors in time for corrections.

ARTWORK

Submit artwork in black and white or cmyk, 300 dpi, jpg or pdf file. Ads scaled to other publications or proportions will be scaled and placed in the space nearest to size and proportion appropriate for the Mad Cow program. Mad Cow will gladly create your ad at a competitive rate.

DEADLINES

Space reservation: 21 days prior to publication date.
Copy and/or Artwork: 7 days prior to publication date.



TOM HURST (4)

MAD COW THEATRE | P.O. 3109, Orlando, FL 32802 | madcowtheatre.com | 407.297.8788

Lisa Buck-Advertising Sales

lisab@madcowtheatre.com | Cell: 321.287.1234

Morgan Moots-Advertising Sales

morganm@madcowtheatre.com | 407.545.7563



MAD COW THEATRE
Insertion Order
for Program Advertising
and Lobby Monitor Advertising

Morgan Moots Advertising Sales
morganm@madcowtheatre.com
407.545.7563

P.O. Box 3019, Orlando. FL 32802 | madcowtheatre.com | 407-297-8788

CORPORATE NAME: _____

Business Name: _____

Physical Address: _____ City: _____ State: _____ Zip: _____

Billing Address: (if different) _____ City: _____ State: _____ Zip: _____

CONTACT: _____ Phone: _____ eMail: _____

AD SIZE: _____ Ad Location: _____

Lobby Monitor: _____ # of Monitors: _____

#of Productions: _____ Cost per Program: _____

Season 22 — Show Schedule — 9/21/18 thru 9/15/19

SEASON PROGRAM ADVERTISERS ENJOY ADDITIONAL BENEFITS!

Two complimentary tickets to any Mad Cow show and placement on the Mad Cow website.

- | | |
|--|---|
| <input type="checkbox"/> <i>The Royal Family</i> Sept. 21-Oct. 14, 2018 | <input type="checkbox"/> <i>Top Girls</i> March 29-April 21, 2019 |
| <input type="checkbox"/> <i>Rapture, Blister, Burn</i> Oct. 26-Nov. 18, 2018 | <input type="checkbox"/> <i>Once</i> June 7-30, 2019 |
| <input type="checkbox"/> <i>The Mystery of Edwin Drood</i> Nov. 30-Dec. 23, 2018 | <input type="checkbox"/> <i>Outside Mullingar</i> June 21-July 14, 2019 |
| <input type="checkbox"/> <i>Hand to God</i> Jan. 18-Feb. 10, 2019 | <input type="checkbox"/> <i>Heartbreak House</i> Aug. 9-Sept. 1, 2019 |
| <input type="checkbox"/> <i>Gloria</i> Feb. 15-March 10, 2019 | <input type="checkbox"/> <i>Fade</i> Aug. 23-Sept. 15, 2019 |

Payment Option

- Option 1: Prepayment of Entire Contract*:** Client must prepay entire contract at the time of signing. Please provide a check at contract signing or fill in credit card payment information below.
- Option 2: Pay per Issue Using a Credit Card*:** Mad Cow Theatre will charge provided credit card per insertion. Please provide credit card information below.
- Option 3: Due On Receipt*:** An invoice for each advertisement run will be sent the week of publication. That invoice will be due on receipt. In consideration of this extension of credit, a credit application or credit card guaranty is required. Credit cards used as guarantees will be charged when an invoice is 45 days past due. Prepayment of first two ads required with contract signing.

Credit Card Type: American Express Visa MasterCard

Credit Card # _____ Exp. Date: _____

Name on Credit Card: _____ Security Code: _____

CC Billing Address: _____ City: _____ State: _____ Zip: _____

I authorize Mad Cow Theatre to charge my credit card in accordance with the terms above.

Signature _____ Date _____

*Cancellation Policy: Mad Cow Theatre or Advertiser may cancel this agreement at any time providing a written notice. Advertiser will be charged the difference in the contracted price for ads already run to reflect the price for the actual number of ads run on the contract. Due to advertising deadlines, Mad Cow Theatre may not be able to remove current advertisements for the upcoming issue.

Advertiser Signature _____ Title _____ Date _____

Mad Cow Representative: _____ Date _____



MAD COW THEATRE
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and Lobby Monitor Advertising

Morgan Moots Advertising Sales
morganm@madcowtheatre.com
407.545.7563

P.O. Box 3019, Orlando, FL 32802 | madcowtheatre.com | 407-297-8788

Ad Layout

Client will provide high res 300 dpi. logos, photos and artwork suitable for print. psd., jpg., pdf. format.

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