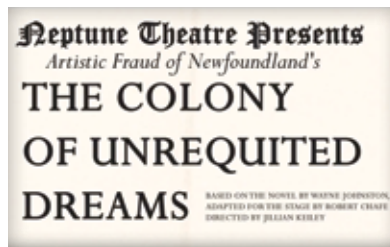
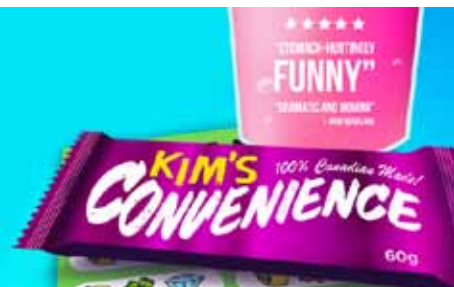




# Neptune

T H E A T R E

2016/17  
**PROGRAM MEDIA KIT**



## NEW SEASON NEWLY RENOVATED THEATRE

For over 54 years, Neptune has been dazzling audiences with world class performances right here in Halifax.

Neptune is a cultural beacon, economic engine and trusted community leader. We invite you to become an advertiser to strengthen your visibility and grow your revenue. Communicating your offerings through the Neptune Theatre program is an effective way to connect with our diverse, affluent audience and position your company as a direct supporter of arts and culture.

Exciting renovations are coming to Neptune's Scotiabank Stage including larger and more comfortable seats and remodeling the lobby and bar area to be reintroduced as the Grant Thornton Lounge. To complement the season, we'll deliver you an expanded season of fabulous shows.

### PRINTED PROGRAM

- 94,000 handed out throughout season to upscale audience
- "Must Read" – referred to by patrons during and after performance
- Treasured keepsake

## NEW FOR 2016/17 DIGITAL CONTENT MARKETING

This year Neptune is excited to provide a digital content strategy for its production. Partnering with The Chronicle Herald, select program content will be hosted on TheChronicleHerald.ca and marketed via digital advertising, social media and search engine marketing. As an advertiser, you'll be placed among this content to provide you with incremental exposure and value beyond the printed program.

- Promoted to Herald Twitter and Facebook followers
- Paid Search Engine ads to targeted audience groups
- Promoted via 250,000 Herald digital ads throughout season
- Exclusive to Neptune Theatre program advertisers



## AUDIENCE

The typical Neptune patron is female, highly educated and an above-average income earner. The renowned theatre, located in Halifax's entertainment district, is a multi-million dollar economic engine that creates jobs, supports local businesses and generates more than \$1.5 million in tax revenues. Patron spending and Neptune's own operational spending amounts to \$7.37 million in direct spending within the local economy and for every Neptune Theatre ticket sold, another \$41 in revenue is generated for local businesses. More than 100,000 people visit Neptune's venue each season.

**34%** are 30–49 years of age

**51%** are 50–69 years of age

**46%** have an annual household income of over \$75,000








**68%** have university level degrees (undergraduate, master's and doctoral)

**70%** are female

**80%** dine out before or after a show

Source: On Site Patron Study conducted by Corporate Research Associates for Neptune Theatre.

# 2016/17 NEPTUNE SCHEDULE

FOUNTAIN HALL SERIES		RUN DATES	DEADLINE
 <p>Feature your brand in all six Fountain Hall series productions!</p>		Aug 16, 2016 – May 28, 2017	<b>Booking:</b> July 19, 2016 <b>Ad Materials:</b> July 21, 2016
 <p>Be Our Guest to the most beautiful love story ever told.</p>		Aug 16 – Oct 9, 2016 <b>SEASON OPENER</b>	<b>Booking:</b> July 19, 2016 <b>Ad Materials:</b> July 21, 2016
 <p>Glamorous Hollywood meets Rustic Ireland in a clash of cultures.</p>		Oct 18 – Nov 6, 2016	<b>Booking:</b> Sept 30, 2016 <b>Ad Materials:</b> Oct 3, 2016
 <p>Could the department store Santa be the real thing?</p>		Nov 22 – Dec 31, 2016 <b>HOLIDAY</b>	<b>Booking:</b> Oct 24, 2016 <b>Ad Materials:</b> Oct 26, 2016
 <p>Meet the Kim family! They're getting standing ovations across the country!</p>		Jan 10 – Feb 5, 2017	<b>Booking:</b> Dec 14, 2016 <b>Ad Materials:</b> Dec 16, 2016
 <p>A mystery and a love story spanning five decades.</p>		Feb 21 – Mar 12, 2017	<b>Booking:</b> Jan 26, 2016 <b>Ad Materials:</b> Jan 28, 2016
 <p>His music needed one thing. Her.</p>		Apr 4 – May 28, 2017 <b>SEASON END</b>	<b>Booking:</b> Mar 7, 2016 <b>Ad Materials:</b> Mar 9, 2016

## ADVERTISING RATES

FOUNTAIN HALL SERIES								
Outside Back Cover	Inside Covers	Double Page Spread	Full Page	Half Page	Half Page Spread	Banner Spread	1/4 Page	Coupons*
<b>FULL SEASON FOUNTAIN HALL – 6 PERFORMANCES</b>								
\$7,500	\$6,800	\$10,200	\$5,500	\$4,500	\$6,800	\$5,000	\$3,500	\$2,000
<b>INDIVIDUAL SHOWS</b>								
\$1,625	\$1,475	\$2,200	\$1,200	\$975	\$1,475	\$1,100	\$750	\$440

\*Grouped together on coupon page

# 2016/17 NEPTUNE SCHEDULE

SCOTIABANK STAGE SERIES	RUN DATES	DEADLINE
 <p>Girl meets girl. Girl marries girl. They want to have babies... but they need a little help.</p>	Sept 20 – Oct 9, 2016	<p>Booking: Aug 26, 2016 Ad Materials: Aug 29, 2016</p>
 <p>Small things play a big role in understanding each other.</p>	Oct 25 – Nov 13, 2016	
 <p>A funny-sad portrait of an "official pre-teen."</p>	Feb 7 – Feb 19, 2017	
 <p>The decision between adding to and breaking the chain of a Maritime tradition.</p>	Mar 21 – Apr 9, 2017	
 <p>What's a little art between friends.</p>	May 9 – June 4, 2017	

## ADVERTISING RATES

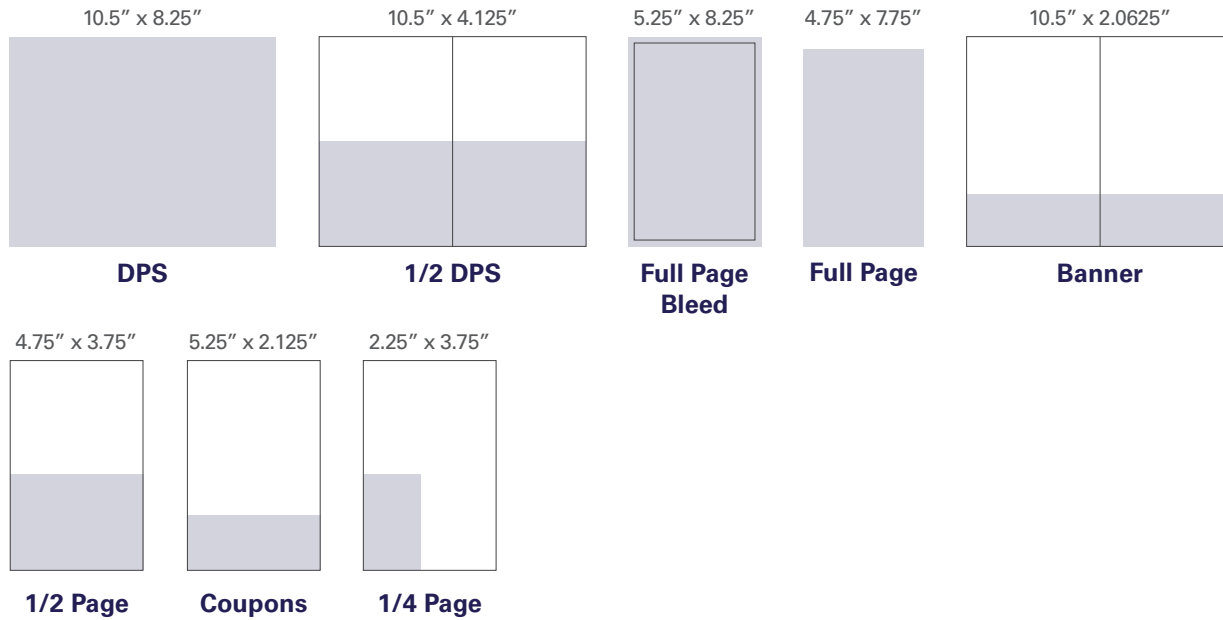
SCOTIABANK STAGE SERIES								
Outside Back Cover	Inside Covers	Double Page Spread	Full Page	Half Page	Half Page Spread	Banner Spread	1/4 Page	Coupons*
<b>FULL SEASON SCOTIABANK STAGE – 5 PERFORMANCES</b>								
\$1,500	\$1,300	\$2,000	\$1,200	\$1,000	\$1,300	\$1,050	\$750	\$440

\*Grouped together on coupon page



Mary Poppins – The Neptune Theatre production of Disney's and Cameron MacKintosh's Mary Poppins. A Musical based on the stories of P.L. Travers and the Disney film

## AD SIZES



## BOOKING DEADLINES – PER SHOW

FULL SEASON FOUNTAIN HALL	BEAUTY & THE BEAST	STONES IN HIS POCKETS	MIRACLE ON 34 <sup>TH</sup> STREET	KIM'S CONVENIENCE	THE COLONY OF UNREQUITED DREAMS	ONCE (SEASON END)
6 Performances Booking Deadline: July 19, 2016	Aug 16 – Oct 9 Booking Deadline: July 19, 2016	Oct 18 – Nov 6 Booking Deadline: Sept 30, 2016	Nov 22 – Dec 31 Booking Deadline: Oct 24, 2016	Jan 10 – Feb 5 Booking Deadline: Dec 14, 2016	Feb 21 – Mar 12 Booking Deadline: Jan 26, 2017	Apr 4 – May 28 Booking Deadline: Mar 7, 2017

## DIGITAL SPECS

300x250, logo on white background (white background preferred, dark background acceptable if white is not available), 72dpi, accepted file formats JPG, PNG, GIF **\*File must be under 40kb.**

## MECHANICAL REQUIREMENTS

**Acceptable File Format:** PDF

**Files Must Be:** CMYK, 300 dpi and built to 100% size with 300 dpi images placed at 100% print size within artwork. Fonts must be embedded or converted to paths.

**Files Must Be Posted To Our FTP Site:** <http://ftp.herald.ca>

Complete the online form including publication date, client name, and contact information.



## MATERIALS SUBMISSION INQUIRIES

Should be directed to our customer relations specialists 902-426-2811 Ext: 1138 or by email to [crs@herald.ca](mailto:crs@herald.ca)

Contact Information

**Sales@herald.ca**

**902-426-2811 X 1163**