



# Creative Arts Theatre & School

Reach over 13,000 valuable patrons!

Our 33rd season is underway and advertising space is available in our Playbill! Your well-placed ad in our program will support our mission and introduce your company to our valuable audience. Last season, we doubled our ticket sales from the previous year, reaching an audience with a compelling demographic. Families, seniors, and young people cherish the quality theatre and arts education CATS provides to the community.

Playbills are distributed free of charge to every patron at 42 performances between October 2011 and May 2012 at the 328 seat CATS theatre, reaching a potential of over 13,000 audience members. Advertisers benefit from repeat exposure when they choose to advertise in all the playbills at one low price. You may change your art for every play if new art is provided by the ad submission dates listed on the back of this page.

Our programs are kept as well-loved souvenirs, and joyfully autographed by the cast after every performance. Your participation as an advertiser will allow CATS to extend the benefits of live theatre to families throughout the Dallas/Fort worth area.

Playbill Advertising

## **The Miracle Worker**

by William Gibson

October 7-October 23, 2011

Directed by Sharon Veselic

*Playwright William Gibson's gripping story of Annie Sullivan's struggle to teach the blind and deaf Helen Keller how to communicate will be brought to life on the CATS stage for the first time. This play is a journey from darkness to light on many levels, and not just for Helen Keller and Annie Sullivan, but also for the cast and audience.*

## **The Twelve Daze of Christmas**

by Jeff Lovett

Directed by Stacy Schronk

December 2-December 18, 2011

*It's Christmas-time and all Alice wants to do is just sing one of her favorite holiday songs, "The Twelve Days of Christmas." But after just a few words, Alice realizes that when she sings, the characters in the popular holiday tune begin to come to life! CATS celebrates the holidays with this cheery, captivating and clever romp!*

## **Madeline and the Gypsies**

by Ludwig Bemelmans, author; Barry Kornhauser, playwright; Michael Koerner, composer

January 27-February 12, 2012

*This musical adaptation captures all the magic of Ludwig Bemelmans' beloved 1959 book. When the irrepressible Madeline and her friend, Pepito, get lost during a visit to the carnival and end up being carried away by carnival folk, their rousing adventures with a traveling circus begin!*

## **Tale of the West Texas Marsupial Girl**

by Lisa D'Amour, playwright;

Sxip Shirey, composer

March 23-April 8

Directed by Melanie Mason

*One day, somewhere in West Texas, a girl is born. She's got beautiful toes, a beautiful nose, all her tiny fingers and all her tiny toes but, holy puppy on a peach tree, she is something else! Something a bit like a kangaroo!! This girl is about 95% girl and about 5% marsupial. In other words, she's got a pouch. It might seem that a built in pocket would come in handy, but it doesn't always work that way. This is the regional premiere of this delightfully original, quirky play with music, and it's destined to become an audience favorite!*

## **The 2012 Fundraiser Show**

### **All Shook Up Inspired by and featuring the songs of ELVIS PRESLEY ®**

Book by Joe Dipetro

April 27-May 6

*Into a square little town in a square little state rides a guitar-playing roustabout who changes everything and everyone he meets in this hip-swiveling, lip-curling musical fantasy that'll have you jumpin' out of your blue suede shoes with such classics as "Heartbreak Hotel," "Jailhouse Rock," and "Don't Be Cruel."*

*\*Production dates & titles are subject to change*

2011-2012 Season

# How to advertise your business:

There are two ways to advertise-choose to buy an ad for the entire season (the most cost effective) or buy per production. Please find the rates below:

## Full season ads

(your ad in all five programs)

- Back Cover \$1,500
- Front Inside Cover \$1,000
- Inside Back Cover \$ 850

## Ad Specifications:

- Full color is available for all ads
- The preferred method of submission is an emailed PDF or JPG
- We will be happy to design your ad for you for an additional \$30 per hour

SIZE	DIMENSIONS (w X h)
<b>Business card</b>	3.5" x 2"
<b>Half page</b>	3.75" x 4.5"
<b>Full page</b>	7.5" x 4.5"

## Individual playbill ads and sizes

SIZE	1x	2x	3x	4x	5x
<b>Full page</b>	<input type="radio"/> \$300	<input type="radio"/> \$285	<input type="radio"/> \$255	<input type="radio"/> \$210	<input type="radio"/> \$155
<b>Half page</b>	<input type="radio"/> \$150	<input type="radio"/> \$135	<input type="radio"/> \$125	<input type="radio"/> \$110	<input type="radio"/> \$100
<b>Business Card</b>	<input type="radio"/> \$75	<input type="radio"/> \$70	<input type="radio"/> \$60	<input type="radio"/> \$55	<input type="radio"/> \$50

\*Nonprofit companies, please take 25% off the above rates

For an additional \$10.00, we will add a link from our website to yours!

### AD SUBMISSION DEADLINES

<i>The Miracle Worker</i>	<b>09/27/2011</b>
<i>The Twelve Daze of Christmas</i>	<b>11/22/2011</b>
<i>Madeline and the Gypsies</i>	<b>01/24/2012</b>
<i>Tale of a West Texas Marsupial Girl</i>	<b>03/13/2012</b>
<i>All Shook Up</i>	<b>04/17/2012</b>

Contact Name \_\_\_\_\_ Business Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Please insert my ads in the following playbills (see reverse side for show dates):

- The Miracle Worker:*
- The Twelve Daze of Christmas*
- Madeline and the Gypsies:*
- Tale of a West Texas Marsupial Girl*
- All Shook Up*

TOTAL: \$ \_\_\_\_\_ .00

Ads will be billed as per agreed between advertiser and CATS. We will work to find a payment plan that best suits your needs. If you have questions or would like additional information, please contact Merri Brewer at 817-861-2287 x202

## CATS

Creative Arts Theatre & School  
1100 W. Randol Mill Rd.  
Arlington, TX 76012

[www.creativearts.org](http://www.creativearts.org)



Please submit agreements and ads to:  
Merri Brewer  
Producing Director  
mbrewer@creativearts.org  
phone: 817-861-2287 fax: 817-274-0793