



Additional Marketing Opportunities for Rental Clients

Print Advertising:

Season Brochure Ad \$1,500

Each spring, The Oakville Centre for the Performing Arts produces, prints and distributes a full-colour brochure of all Big Ticket professional artists being presented each season.

- Advertising space is 2 ½" x 3 ¼".
- 60,000 to 80,000 copies printed
- Delivered by Canada Post general mail to households in Oakville, Milton, Mississauga and Burlington.
- Delivered in early May each spring
- Deadline for camera ready artwork, April 15
- A maximum of four paid ads are available (unless brochure pages increase due to increased performances in brochure)

Flyer Ad \$1,500

Each fall, The Oakville Centre for the Performing Arts produces, prints and distributes a full-colour flyer of all Big Ticket professional artists being presented in the second half of season (December to May).

- Advertising space is 3 ½" x 2 ¾"
- 80,000 to 100,000 printed
- Delivered by Canada Post general mail to households in Oakville, Milton, Mississauga and Burlington.
- Delivered in November
- Deadline for camera ready artwork, October 15
- A maximum of three paid ads are available (unless number of flyer pages increases)

Live at the Oakville Centre House Program Ad

- Half page ad \$525
- Full page ad \$875

The Oakville Centre for the Performing Arts produces a full-colour house program—"Live at the Oakville Centre", twice per season (Sept to Dec and Jan to May), which provides photos and show descriptions for all Big Ticket professional performances.

- Advertising space is half page 4 ½" x 6 ¾" or full page 9 ¼" x 6 ¾"
- 3,500 copies printed each half season (7,000 copies printed for the full season)
- Handed out prior to Big Ticket performances and also available in lobby display racks



- Deadline for camera ready artwork is August 15 for Fall season and December 15 for Winter season
- Subject to availability
- Full page ads also receive an additional full page Editorial in 1 of the 2 issues

Live for Kids! At the Oakville Centre House Program

- Half page ad \$300
- Full page ad \$525

The Oakville Centre for the Performing Arts produces one full-colour house program each season for our Family Series performances “Live for Kids”, which provides photos, show descriptions and kids activities for all Big Ticket Family Series performances

- Advertising space is half page 4 ½” x 6 ¾” or full page 9 ¼” x 6 ¾”
- 3,500 copies printed each season
- Handed out prior to Family Series Big Ticket performances and also available in lobby display racks
- Deadline for camera ready artwork is June 15
- Subject to availability

Digital Advertising:

Lobby Screens \$750 per half season

The Oakville Centre has six 55” LED screens positioned throughout the lobby, where ad space can be rented. The rented ad is added onto a loop cycling through all six screens with upcoming performances in the Big Ticket program

- Ad must be submitted as a jpg file
- The ad will run in a loop through all six screens with a 10 second pause on each screen
- The loop running time is approximately four minutes per a cycle
- The screens run on performance nights from 6 p.m. till 11:00 p.m.
- Screen ad space is sold by half season; June-December and January-May

Specialized Priced Packages:

- \$2,000

The Oakville Centre will provide four specialized packages each season, subject to availability, first come first serve, that consist of:

- Placement in **either** the Oakville Centre Brochure **or** Oakville Centre Flyer
- One half season Lobby Screen ad
- One half page ad in one issue of Live Magazine



Customized email message

The Oakville Centre offers the option for us to create a customized email message to be sent from the Oakville Centre to the Oakville Centre e-newsletter mailing list and/or patrons who have attended the rental clients past events at the Oakville Centre and have said 'yes' to contact.

- Cost is \$0.11 per email address delivered plus a \$50 set up fee.

Contact for Additional Marketing Opportunities

Ronnie Brown

Ronnie.brown@oakville.ca

905-338-4161 ext. 3200

*Rates and fees subject to change.