

# Playbook Advertising

Reach a captive audience! The Schauer Center's 15th Anniversary Season playbooks include 24 events and reach patrons from throughout Washington and Dodge Counties, as well as the greater Milwaukee area.

Playbooks are:

- Handed out at 36 performances, reaching a potential audience of 19,348 patrons
- Embedded on Schauer Center website
- Included in ticket reminder emails

DATE SHOW NAME

### Playbook #1 - Premier Edition

SAT, SEPT 19 Pam Tillis  
FRI, SEPT 25 An Evening with Groucho (2 shows)

### Playbook #2 - October Edition

FRI, OCT 16 Letters Home  
SAT, OCT 17 Four Guyz in Dinner Jackets  
SUN, OCT 18 The Berenstain Bears  
FRI, OCT 23 Borders of the Mind

### Playbook #3 - Holiday Edition

DEC 4 & 5 It's a Wonderful Life (3 shows)  
FRI, DEC 11 Doktor Kaboom  
FRI, DEC 18 Kettle Moraine Symphony

### Playbook #4 - January Edition

JAN 14-17 Random Acts of Comicality (3 shows)  
JAN 22 & 23 Alice In Wonderland, Jr. (3 shows)  
SAT, JAN 30 Peter, Paul & Willy

### Playbook #5 - Winter Edition

FRI, FEB 5 Goodnight Moon & The Runaway Rabbit  
SAT, FEB 13 Cinema Vivant  
FRI, MAR 4 Mipso  
SUN, MAR 13 BFG (The Big Friendly Giant)

### Playbook #6 - April Edition

FRI, APR 8 Hotel California  
SAT, APR 9 The StepCrew  
SAT, APR 10 Community Arts Showcase

### Playbook #7 - Spring Edition

FRI, APR 15 Masters of Hawaiian Music  
SAT, APR 16 Lighthouse Big Band  
FRI, MAY 6 Jared Sherlock  
MAY 20 & 21 Rockapella (2 shows)

### Playbook #8 - Finale Edition

JUN 17-18, 24, 25 Kiss Me Kate

*\*Dates, events, and rates subject to change.*

## FULL PAGE 4.75" x 7.75"

PLACEMENT	INVESTMENT
Full Page	\$1,495 (COLOR)
Full Page	\$1,195 (B&W)

## HALF PAGE 4.75" x 3.75"

INVESTMENT  
\$895 (B&W)

## EIGHTH PAGE 2.25" x 1.875"

INVESTMENT  
\$395 (B&W)

## QUARTER PAGE Vertical 2.25" x 3.75"

INVESTMENT  
\$595 (B&W)

## QUARTER PAGE Horizontal 4.75" x 1.875"

INVESTMENT  
\$595 (B&W)

## Ad Specs Artwork/copy due FRI, AUG 21

If you are providing your own ad in an electronic file format, please send a PDF format file with a resolution of at least 240 dpi. Ad design, layout, and composition are available through The Booster. If you utilize The Booster's services, costs typically range from \$20 to \$60, depending on ad complexity.

Arrangements for design services can be directed to Linda Hauser at 262-673-2900 or LH@booster-ads.com. New ad design or significant ad revisions are billed separately by The Booster.