



Why should your business advertise in the Playbill?

Advertisers in the Playbill enjoy a relationship with excellence. The Baton Rouge Little Theater has earned an exceptional reputation for producing high quality live theatre using local talent both on stage and behind the scenes.

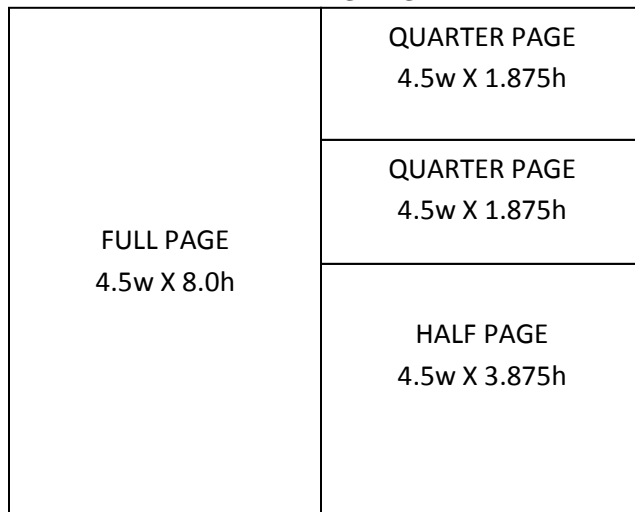
Our advertisers receive exposure to a large, captive audience. Our season is carefully chosen to offer a varied assortment of theatre selections which in turn attract a diverse audience of season subscribers and single ticket buyers. An estimated 30,000 patrons are projected to attend productions during the season. The Playbill is distributed to every patron at each performance and is a “must read.” It contains director’s notes, cast biographies, upcoming theatre events, donor information and **your** advertisement.

BRLT advertisers appreciate a long shelf life. Our season includes 100 performances at which a Playbill will be distributed. Many patrons take it home to peruse at their leisure or save as a keepsake. In fact, at our popular “meet and greet” sessions in the lobby, audience members are often seen asking the actors to autograph the Playbill. The Playbill is printed on high quality paper to withstand multiple readings.

Playbill advertisers connect with a vital community organization.

BRLT does much more than mount incredible productions. We impact many lives through our education and outreach programming. Our efforts are part of the community’s cultural fabric and have inspired youth and adults to express their creativity and develop a passion for the performing arts.

AD SIZES



Ad Sizes	1	2	3	4	5	6	7	8	9	10	# of Issues
full page	\$340	\$615	\$875	\$1125	\$1360	\$1580	\$1780	\$1970	\$2150	\$2275	
½ page	\$230	\$415	\$595	\$765	\$925	\$1075	\$1200	\$1340	\$1460	\$1550	
¼ page	\$155	\$275	\$395	\$510	\$620	\$710	\$800	\$890	\$975	\$1030	

Contact the Marketing & Sales Director at 225-924-6496, ext. 16 or lcothern@brlt.org for more information.

