



Theatre Program Advertising

Actors Theatre • Pied Piper Theatre

2025 Advertising Prices

AD SIZE	INDIVIDUAL SHOW	AT OR PPT SEASON*	BOTH SEASONS**
1/8 Page	\$40	\$192	\$312
1/4 Page	\$80	\$384	\$624
1/2 Page	\$110	\$528	\$858
Full Page	\$180	\$864	\$1404
Inside Cover (front or back)	\$220	\$1056	\$1716
Back Cover	\$265	\$1272	\$2067
Centerfold (digital & print)	\$325	\$1560	\$2535

*20% off (Six Shows), **35% off (12 Shows)

2025 Season & Deadlines

ACTORS THEATRE

PRODUCTION	SHOW DATES	GRAPHIC DEADLINE
Every Brilliant Thing	Feb. 28-Mar 2	Jan. 31
All My Sons	April 4-13	March 7
Lend Me A Soprano	June 13-22	May 16
Cabaret	July 11-20	June 20
Little Shop of Horrors	Sept. 19-28	Aug. 22
Rudolph	Nov. 28-Dec. 7	Oct. 31

PIED PIPER THEATRE

PRODUCTION	SHOW DATES	GRAPHIC DEADLINE
Les Misérables	Jan. 24-26	Jan. 3
12 Angry Jurors	May 2-3	April 4
The Lightning Thief	May 9-18	April 11
Senior Intensive	June 27-28	May 30
High School Musical Jr.	July 25-26	June 27
Beetlejuice	Oct. 10-12	Sept. 19

PROGRAM AD SIZES

Full Page Ad 5" W x 8" H
Centerfold 10.5" W x 8" H
Back Cover 5.25" W x 8.25" H

1/4 Page Horizontal Ad
5" W x 1.9063" H

Half Page Ad
5" W x 3.9375" H

1/4 Page Vertical Ad
2.4375" W x 3.9375" H

1/8 Page Ad
2.4375" W x 1.9063" H

Program Ad Guidelines

All ads must be submitted digitally and camera-ready (placed AS IS) at 300 dpi in one of the following formats: **pdf, jpg or tiff**

Ads may be submitted on a flash drive or can be emailed directly to: **Kimberly@virginiaartfactory.org**. When emailing ads, please indicate the final print size of the ad, as well as contact information for the advertiser.

BUSINESS CARDS:

- We no longer accept business cards for scanning as the quality of the scans is very poor.
- Business cards must be submitted electronically.
- Business cards will not print at 100% and will be **SIZED DOWN** to fit a 1/8 Page Ad.

CHANGES:

- We cannot make changes to ads supplied.
- Ads provided must be camera-ready. Please make sure your ad is correct before submitting, as they will be placed into the program as is.

*All ads will be placed in our digital programs with links to the company website. Our programs can be viewed online prior, during, and after performances. In addition, all ad purchases include name recognition in our paper pamphlets with QR code to our full program (presented during performances).

Facebook & Instagram

10K
Followers Combined

Approximately

42K

Visitors Annually

Theatre Companies Combined

13K

Audience Members

In Excess of

6K

Email Recipients*

*In addition to 40 K subscribers on our ticketing platform.

For easy online payment, click the button below or visit our website at

www.virginiaartfactory.org

Checks may be made payable to ARTfactory and mailed to the ARTfactory at:
9419 Battle Street, Manassas 20110

PAY HERE

