

C O M M U N I T Y  
*Theatre*  
O F H O W E L L

**2007-08 Season Program Advertising**

Dear Supporter of the Community Theatre of Howell (CTH):

Each year the Community Theatre of Howell depends on generous merchants who lend their support by advertising in our **SEASON PROGRAMS**. These businesses and corporations make it possible for us to bring the heart and soul of theatre into the lives of thousands of patrons. All of these patrons receive a program at each of our five productions and take notice of the merchants advertised within who generously support CTH. Furthermore, we strongly encourage our audience members to support businesses, like yours, who advertise with us.

It's that time, once again, to gather together your advertisement for placement in the **2007-08 SEASON PROGRAMS!** CTH is maintaining last year's advertising rates (listed below). Your advertisement will target families with expendable income and audiences of varying ages and interests. Furthermore, as your advertisement will appear in each show's program, it is expected to reach in excess of 8,000 theater attendees throughout the course of the season! When you see the prices below and divide that out, it's pennies, making this opportunity a successful advertising tool, as well as a worthwhile support of a civic endeavor.

Your advertisement will appear in the programs of the following five productions: **Wizard of Oz** (Nov. 2007); **The Boxcar Children** (Dec. 2007); **Esanaba in da Moonlight** (Feb. 2008); **Cabaret** (May 2008); and, **Mulan, Jr.** (June 2008). Please plan to be in attendance yourself for another fantastic season!

**Advertising Prices**

Quarter Page	(3 ½" x 2" – business card size)	\$150
Half Page	(4" x 4")	\$300
Full Page	(4 ½" x 7 ½")	\$600

To ensure placement, please submit the attached form and your payment by **Sept. 30, 2007**. If you have any questions, please do not hesitate to contact me, Shannon Millington, at 517-548-5091 or 517-294-1930. I look forward to working with you!

Shannon Millington  
Community Theatre of Howell  
Corporate Sponsors, Program Advertising, Development