

CUMBERLAND PLAYERS

Sherman Avenue and the Boulevard
P.O. Box 494
Vineland, NJ 08362-0494
(856)692-5626

January 13, 2012

Dear Patron of the Arts:

Thank you for your past support of Cumberland Players! Before we open up our 2012 Ad Book to others, we'd like to offer you the opportunity to **renew your own advertisement**. We are happy to offer returning advertisers the 2011 ad rates. You will **not incur any increase if you continue advertising** for our Mainstage Ad Book in 2012. Even if you want to increase your ad size, you will still be paying only the 2011 prices, not the 2012 increases. For example, a full-page ad for the entire Mainstage season is **only** \$150. That's a bargain!

As you already know, advertising in our ad book is one of the best ways you can support Cumberland Players. Not only does it help fund our productions, it also shows your support for us and for the arts in general. More importantly to you – it puts your business name and information in front of some of the most loyal customers available: our audience.

Just as in 2011, we offer advertising with options. In addition to the season-long ads that we always offer, we also allow advertising for individual shows. This allows you the chance to tailor your advertising to specific audiences by targeting our comedy, drama, or summer musical. You may also advertise specifically with our very popular *Kids at CP* and children's theatre productions. This year, we're also presenting a special holiday production that would allow you to reach seasonal audiences. With all of these opportunities, you're certain to find an advertising package that works for you.

I have attached a copy of our season brochure, so you may familiarize yourself with the shows we will be presenting this season. You'll also find a page showing the sizes of our individual ads and an order form. Please join us in making this season one of our most successful.

If you have any questions, please do not hesitate to contact me. We will be starting our Ad Book Blitz to other advertisers shortly, so please email back to me by January 20 (that's only 1 week) to reserve your spot for this year. After I hear from you, we will arrange for payment and getting your artwork.

Thank you for your continued support.

Yours,

Heidi Dugan

Heidi Dugan, Ad Book Chairperson

Cumberland Players

Half Page

5.5" x 4.25"

Full Page

5.5" x 8.5"

Quarter Page

2.75" x 4.25"

Eighth Page

2.75" x 2.125"

Eighth Page

2.75" x 2.125"



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2012 AD BOOK ORDER FORM

Instructions: Circle the price of ad placements you wish to purchase. The Season package includes advertisements for *The Diary of Anne Frank*, *Little Shop of Horrors*, and *The Importance of Being Earnest*. Priority is given to advertisers from previous seasons. Subject to availability.

	Full Page	Half Page	Quarter Page	Eighth Page	Back Cover	Inside Cover
Full Season Package (20 performances)	\$160.00	\$110.00	\$70.00	\$45.00	\$250.00	\$190.00
Diary of Anne Frank (8 performances)	\$80.00	\$53.00	\$40.00	\$25.00	\$110.00	\$95.00
Little Shop of Horrors (6 performances)	\$53.00	\$42.00	\$25.00	\$15.00	\$80.00	\$70.00
Importance of Being Earnest (5 performances)	\$53.00	\$42.00	\$25.00	\$15.00	\$80.00	\$70.00
G2K Cinderella (6 performances)	\$80.00	\$53.00	\$40.00	\$25.00	\$110.00	\$85.00
Snow White & the Magic Mirror (6 performances)	\$35.00	\$20.00	\$15.00	\$9.00	\$50.00	\$40.00

Contact Name: _____

Business Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-Mail: _____

Please include camera-ready art or a detailed description of ad contents with this form, along with a check or money order made out to **CUMBERLAND PLAYERS**.

Digital media should be at least 300dpi, PDF, TIFF, or JPEG format, on a CD or E-Mailed to **adbook@cumberlandplayers.com** with the subject line "Cumberland Players Ad Copy."