

Mercyhurst Institute for Arts & Culture

2024-2025 Playbill Ad Sizes & Specifications

The Mercyhurst Institute for Arts & Culture strengthens the vibrancy of the Erie region by presenting world-class performing arts experiences that lift the spirit, galvanize the intellect, stimulate the imagination, and encourage the free exchange of ideas. By making these programs available and accessible to the broadest possible audience, the Institute strives to create an environment of richly varied, inclusive cultural experiences.



2024-2025 MIAC LIVE SEASON

Pink Martini featuring China Forbes | Oct. 16

Melissa Errico: Sondheim in the City | Nov. 7

Scott Bradlee's Postmodern Jukebox | Dec. 11

Yamato, the Drummers of Japan | Feb. 4

Betty Buckley & Seth Rudetsky | March 29

Patti LuPone: A Life in Notes | April 10

Aaron Tveit | May 1

Share your ad with thousands of loyal patrons who attend multiple performances each season. Your full-color ad will be in circulation for eight months from October 2024 to May 2025.

Ad Sizes & Rates	
Full Page (Back Cover)	\$2,000
Full Page (Inside Front Cover)	\$1,750
Full Page (Inside Back Cover)	\$1,500
Full Page (First Page)	\$1,250
Full Page (Second Page)	\$1,250
Full Page (7.5" x 10")	\$1,000
Half Page (7.5" x 4.75")	\$500

Ad Submission Guidelines

- All ads are full color. Preferred digital file format is high resolution (300 dpi or higher) PDF.
- Files may also be submitted as high resolution (300 dpi or higher) tiff or jpeg files.
- All ads submitted must match sizes specified on this rate sheet.
- Submit ads via email or file share (Google Drive, Dropbox, etc.).

ALL ADS AND PAYMENTS ARE DUE BY FRIDAY, SEPT. 13.

For more information about the 2024-2025 season, visit miac.mercyhurst.edu. Please email ads to bjohnson@mercyhurst.edu.

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CONTACT INFO

Business Name: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

AD SELECTION

- ☐ Full Page (Back Cover) ☐ Full Page (Inside Front Cover) ☐ Full Page (Inside Back Cover) ☐ Full Page (First Page)
- ☐ Full Page (Second Page) ☐ Full Page (7.5" x 10") ☐ Half Page (7.5" x 4.75")

Ad Price: _____ Amount Due: _____

PAYMENT METHOD

☐ Check Enclosed* ☐ Credit Card

*Please make checks payable to Mercyhurst
Institute for Arts & Culture.

Card Number: _____

Exp. Date (mm/yy): _____ CVC: _____

Signature: _____

- ☐ I authorize the Mercyhurst Institute for Arts & Culture to charge my credit card for the amount above.
- ☐ Please call for credit card information.

Terms:

- Advertiser agrees to furnish ad materials and payment to the Mercyhurst Institute for Arts & Culture no later than 5 p.m. on Friday, Sept. 13.
- Premium spaces (back cover, inside front cover, inside back cover, first page, and second page) are filled as contracts with payments are received.

Email your contract to bjohnson@mercyhurst.edu or mail your check and contract to Mercyhurst Institute for Arts & Culture, 501 E. 38th St., Erie, PA 16546.

Full Name: _____ Signature: _____ Date: _____