

## Uptown Players Playbill Advertising

Uptown Players has risen quickly to become one of the most critically acclaimed theatre companies in the D/FW area. Founded in 2001, Uptown has been recognized by the media and by peers for its high quality production and cutting-edge plays and musicals.

Approximately 11,000 patrons come through our doors annually. With a "captive audience" of theatregoers and loyal patrons, advertising in our playbill is a great marketing opportunity for local businesses!

Call (214) 219-2718 to arrange for ad placement or to discuss sponsorship availability.

### Ad Specifications

**Advertisers receive a 10% discount  
for multiple placements!**

If providing a camera-ready ad for publication, ad must be sized accordingly. Preferred electronic format is in jpg or pdf format, resolution of 300 or better, cmyk color.

If you would like a custom ad designed, professional graphic design services are available for a one-time, discounted rate of \$50. Our designer will work with you to create the ad, and proofs will be provided before going to press.

Electronic ads, logos, copy and artwork should be sent to  
**[etzetera@sbcglobal.net](mailto:etzetera@sbcglobal.net)**

Call etzetera creative services at (214) 587-3165  
for additional information and design concerns.

### Half Page Ad Horizontal

**5" wide x 3.875" high**

**\$350 per show**

### Half Page Ad Vertical

**2.5" wide x 8" high**

**\$350 per show**

**Quarter Page Ad  
Horizontal**

**5" wide x 1.875" high**

**\$125 per show**

**Quarter Page Ad  
Vertical**

**2.5" wide  
x 3.875" high**

**\$125 per show**

**Full Page Ad  
5" wide x 8" high**

**\$500 per show**



Uptown Players stands with acceptance and inclusivity in all communities. It is our priority at Uptown Players to give a clear voice to LGBTQIA+ artists and the rich stories they tell, to offer an inclusive platform for all artists and audiences, and to offer diverse productions that represent the life experiences of the entire LGBTQIA+ community.