

TBA Summer Advertising: 2026

Summer Playbill Ad Sizes & Cost:

	Adv Academy	Actors Academy	Summer Season
Full Page (5"x8")	\$400	\$550	\$900
Half Page (5"x3.75")	\$275	\$400	\$600
Quarter Page (2.5"x3.75")	\$250	\$300	\$500

Summer Show Sponsorship: \$2,000

- Includes full page ad in Academy Playbills
 - Special shout out in the Summer Intensive Playbills
 - Social media shout outs during the course of the rehearsal/production process
- These sponsorships are limited to 6 per summer*

The below sponsorships are limited to 1 per level per summer:

Technical Academy Sponsorship: \$5,000

Includes all Summer Show Sponsorship items plus:

- Quarter page ad in all of next season's Mainstage Playbills
- Logo/business name on the TBA Theatre website as a sponsor
- Shout out in the curtain speech of Academy shows

Summer Intensive Sponsorship: \$10,000

Includes all Summer Show & Technical Academy Sponsorship items plus:

- Business name mentioned on all advertising and descriptions for Intensives (i.e. "Intensives are sponsored in part by BUSINESS NAME")
- Half page ad upgrade in all of next season's Mainstage Playbills
- Shout-out for sponsoring on the title page of the playbill

Summer Academy Sponsorship: 3 Levels

Includes all Summer Show, Technical Academy, and Intensive Sponsorship items plus:

- Full page ad upgrade in all of next season's Mainstage Playbills
- Featured on the Summer Academy page of our website as a Season Sponsor

Blue Level (Advanced Academy)	Gold (Actors Academy)	Platinum (Both Academies & Intensive)
\$15,000	\$20,000	\$30,000

To book an ad email Megan Bladow Addis, TBA's Managing Director at megan.bladow@tbatheatre.org

TBA Season Advertising: 2026-2027

Mainstage Playbill Ad Sizes & Cost:

	1 Show	2 Show	3 Show	Season*
Full Page (5"x8")	\$650	\$1200	\$1700	\$2000
Half Page (5"x3.75")	\$400	\$750	\$1050	\$1300
Quarter Page (2.5"x3.75")	\$300	\$550	\$800	\$1000

TBA's Mainstage Season consists of 5 full playbills and 1 small playbill.

*Season ad purchase includes a shout-out in all Second Stage playbills.

Second Stage Show Sponsorship: \$1,500

- Includes business name/logo on the poster/playbill cover
- Social media shout outs during the course of the rehearsal/production process
- These sponsorships are limited

Technical Sponsorship for 1 Main Stage Show: \$3,000

- Quarter page ad in the mainstage playbill for the entire season
- Individual shout-out for sponsoring on the crew page of the playbill
- Logo/business name on the bottom of the poster and on the website
- Social media shout-outs during the course of the rehearsal/production process

Production Sponsorship for 1 Main Stage Show: \$7,000

- Business name/logo featured at the top of the Poster/Cover of playbill
- Business name mentioned on all advertising and descriptions (i.e. "This show is sponsored in part by BUSINESS NAME")
- Half page ad in mainstage playbill for the entire season
- Shout-out for sponsoring on the title page of the playbill
- Social media shout outs during the course of the rehearsal/production process

Multi-Show & Season Production Sponsorship: 4 Levels

Includes all of the Production Sponsorship support plus

- Full page ad upgrade in mainstage playbills
- Featured on the season page of our website as a Season Sponsor

Blue - 2 Show	Silver - 3 Show	Gold - 4 Shows	Platinum - ALL (Main & Second)
\$13,000	\$19,000	\$25,000	\$30,000

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