

2025

ADVERTISING

OPPORTUNITIES • RATES • DEADLINES

JULIUS CAESAR

THE IMPORTANCE
OF BEING EARNEST

August Wilson's
JITNEY

SHANE

FAT HAM

AS YOU
LIKE IT

QUIXOTE NUEVO

THE MERRY WIVES
OF WINDSOR

INTO THE WOODS

Contact: Sadie Lidji
OSF Advertising Manager
sadiel@osfashland.org

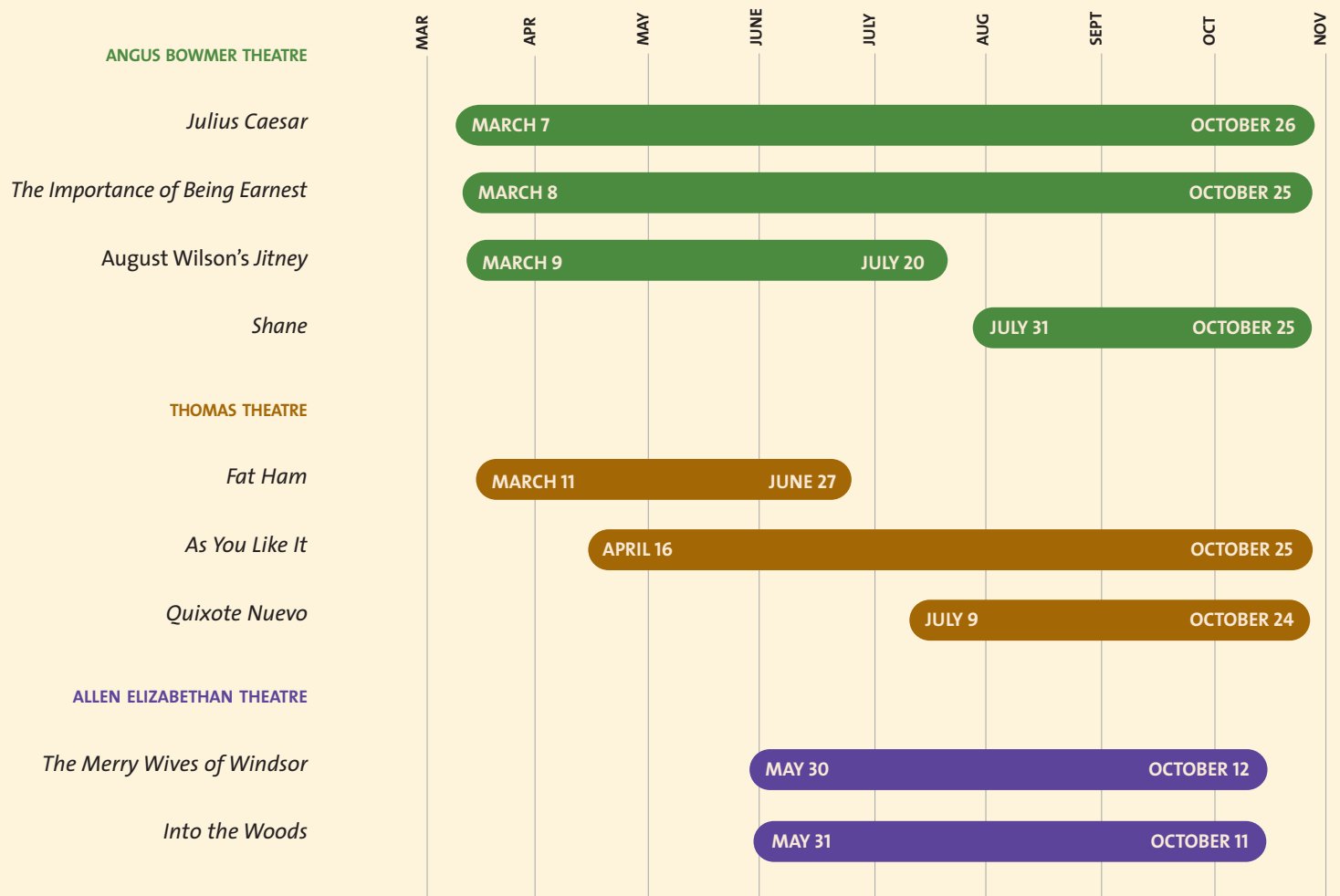
 Oregon
Shakespeare
Festival®

 90
YEARS
OF OSF

2025
SEASON

2025 SEASON

AT A GLANCE



ADVERTISING QUESTION?

Contact Sadie Lidji at sadiel@osfashland.org.

TO BECOME AN OSF BUSINESS ALLIANCE MEMBER

Contact development@osfashland.org or visit osfashland.org/osfba.

For play descriptions and more, go to osfashland.org/2025.

2025 ADVERTISING SPECS AND DEADLINES

Join us for the Oregon Shakespeare Festival’s 2025 season and put your business front and center with a range of options that fit every budget and need. From print publications to digital advertising, we’ve got you covered. For rates, see our Advertising Contract on page 5.

PLAYBILL PRINT

Our 2025 season will feature two Playbills—Spring (in theatres March 7–May 29) and Summer/Fall (May 30–October 26). Advertisers have the option of placing their ad in both Spring and Summer/Fall (all season), or just in Summer/Fall. Reach our audience with black-and-white ads in our Visitors’ Guide section for lodging, dining, shopping, transportation, and more! Black-and-white ads range in size from 1/8 to full page. In addition, we offer full-page, full-color ads. Premium positions for color ads are available, though very limited.

Specs: For ad dimensions, see chart below.

Deadline for contract & artwork:

Spring Playbill: December 16, 2024
 Summer/Fall Playbill only: March 28, 2025

SEASON BROCHURE PRINT

Our annual Season Brochure is direct mailed to over 50,000 homes throughout the West Coast in early spring and is distributed across Oregon, Southern Washington, and Northern California visitor centers, airports, hotels, and more.

Specs: Choose your category (Lodging, Dining, Shopping, etc.) for your classified ad at \$900 for 8 lines of copy, plus \$200 for each additional line. Each line is 35–38 characters, including spaces.

Deadline for contract & artwork:

December 1, 2024

LODGING PARTNERS

(accommodations partners only)

Entice potential customers to book their stay with your hotel or B&B by building your own value-added “package” of lodging and OSF tickets. Market your “package” the way you want and truly make it your own. Includes a free Web Listing! See page 4 for details.

WEB LISTING DIGITAL

List your business under the widely viewed “Plan Your Visit” section of our website, which gets nearly 200,000 visitors annually. Showcase your business to visitors planning their OSF visits. Special offer: Get a Web Listing for FREE with any other advertising purchase.

Specs: 1920 x 1267 px image, plus a description of up to 75 words.

Deadline: We accept rolling submissions throughout the year.

EMAIL DIGITAL

Reach over 100,000 engaged subscribers with a coveted placement in an OSF Email Newsletter. Elevate your brand’s visibility and connect directly with OSF patrons. Don’t let this opportunity slip away—position your business at the forefront of inboxes everywhere. Reserve your prime placement now! Timing of placement will be at OSF’s discretion, but we’ll do our best to accommodate each advertising partner.

12 slots total, \$300 each; limit of one placement per business

Specs: 1920 x 1080 px image (without text, please), plus a description of up to 75 words.

SOCIAL MEDIA SPOTLIGHTS DIGITAL

Our Social Media Spotlights offer you the chance to be featured on OSF’s high-impact Instagram and Facebook pages. With just 12 coveted slots available, seize this opportunity to connect with a wider audience and amplify your brand’s presence! Timing of placement will be at OSF’s discretion, but we’ll do our best to accommodate each advertising partner

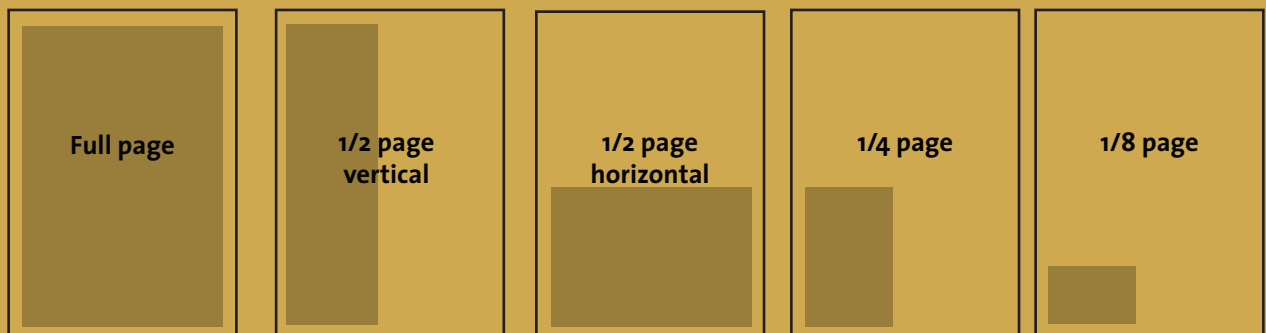
12 slots total, \$500 each; limit of one post per business

Specs: A square image (1080 x 1080 px, without text, please), plus a description of up to 75 words.

QUESTIONS?

Contact Sadie Lidji, OSF Advertising Manager: sadiel@osfashland.org

PLAYBILL AD DIMENSIONS



| Ad Type/Size | Full page | 1/2 page vertical | 1/2 page horizontal | 1/4 page | 1/8 page |
|-------------------|-------------------|---|---------------------|----------------|--------------------|
| B & W | 4.75" w x 8.25" h | 2.25" w x 8.25" h | 4.75" w x 4" h | 2.25" w x 4" h | 2.25" w x 1.875" h |
| Full Color | 5.5" w x 9" h * | *On bleed color ads, add .125" bleed on all four sides and keep live matter at least .25" from trim edge. | | | |

OSF 2025 LODGING PARTNER AGREEMENTS

- OSF’s goal is to partner with our community and lodging partners. The Lodging Partner (LP) program is designed to provide the best user experience and allow lodging partners to collaborate with OSF to create a special lodging/ticket package. It is not intended for use by individual guests not participating in the Lodging Partner program.
- The 2025 program has an annual fee of \$275 and runs from November 25, 2024, through October 26, 2025. Tickets must be purchased and used by October 26, 2025. For the 2025 season, there will be no day-of-week performance restrictions. However, discounted tickets are ONLY available for use in seating zones B and C.
- OSF agrees to provide Lodging Partners with special 20% off promo codes for guests to use for ticket purchases during the 2025 season. **This offer is only valid on B and C seating zones. The lodging partner agrees to communicate this with their guests. Patrons wishing to purchase A or A+ seats must pay full price.**

LODGING PARTNERS TICKET PRICES

20% discount on seating in B and C sections

ANGUS BOWMER & ALLEN ELIZABETHAN THEATRES

(Julius Caesar, The Importance of Being Earnest, August Wilson’s Jitney, Shane, The Merry Wives of Windsor, Into the Woods)

| Seating Zone | Lodging Partners Discount | Previews | Tuesday & Sunday Evenings | All Other Times |
|--------------|---------------------------|----------------|---------------------------|-----------------|
| A+* | none | \$97.00 | \$112.00 | \$128.00 |
| A | none | \$70.00 | \$80.00 | \$97.00 |
| B | 20% | \$40.00 | \$45.60 | \$55.20 |
| C | 20% | \$28.80 | \$28.80 | \$36.80 |

* A+ seating in Elizabethan and Bowmer Theatres only

THOMAS THEATRE

(Fat Ham, As You Like It, Quixote Nuevo)

| Seating Zone | Lodging Partners Discount | Previews | Tuesday & Sunday Evenings | All Other Times |
|--------------|---------------------------|----------------|---------------------------|-----------------|
| A | none | \$75.00 | \$89.00 | \$105.00 |
| B | 20% | \$42.40 | \$47.20 | \$57.60 |
| C | 20% | \$28.80 | \$31.20 | \$36.80 |

- OSF package tickets will be purchased by a Lodging Partner guest using a unique promo code issued to the LP. The guest will go to the OSF website, log in or create an account, and purchase tickets using the promo code. This will ensure the correct discount is applied to the ticket order. OSF will not reserve block seats for lodging partners. It is the responsibility of the LP Guest to accurately determine availability of OSF seats prior to purchasing lodging/ticket package from the LP. Neither OSF nor LP will be held liable for seating availability.
- Each Lodging Partner will also receive a free Web Listing ad on OSF site.
- OSF may publicize the program through its own e-marketing campaigns, as well as in press releases, cross-promotion across the web platform, and possible social media campaigns.
- LP will promote and market their own packages as they see fit. OSF requests that LP not give out the promo code until after the guest has confirmed their lodging. OSF reserves the right to review language describing the Festival and any plays to ensure accuracy and proper OSF branding.
- OSF reserves the right to mark guests using the LP promo code as package participants in its database for future marketing campaigns.
- OSF may provide some print collateral for guest gift packages as requested, which might include Season Brochure or other items.
- LP Guests will be given complimentary “Ticket Insurance” according to the Ticket Insurance rules stated on the OSF website.
- OSF Box Office staff will be available during Box Office hours to assist guests as needed. If there are any problems with tickets, please direct guests to call the Box Office, 800-219-8161.

OSF 2025 ADVERTISING CONTRACT

Business Name _____ Address _____
 Contact Name _____ City, State, Zip _____
 Email _____ Phone _____

| PRINT ADVERTISING | | |
|---|-----------------|--------------------------------------|
| Season Brochure (see deadline on page 3) | | |
| Distributed all season | | |
| <input type="checkbox"/> Eight lines of copy @ \$900 (Each line is approximately 35–38 characters, including \$ _____) | | _____ |
| <input type="checkbox"/> Additional number of lines: _____ @ \$200 / line | \$ _____ | _____ |
| | | \$ _____ |
| Playbill (see deadlines & ad dimensions on page 3) | | <i>Season Brochure total</i> |
| Publication dates: Spring/Summer/Fall: March 7–Oct 26; Summer/Fall only: May 30–Oct 26 | | |
| <input type="checkbox"/> Spring, <input type="checkbox"/> Summer/Fall | | |
| PREMIUM PLACEMENT (full page, full color, both volumes only; choose one) Summer/Fall ONLY | | |
| <small>(limited availability—contact Sadie Lidji at sadiel@osfashland.org to secure a place on the waitlist)</small> | | |
| <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Page 1 <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Back Cover | \$7,500 N/A | _____ |
| RUN-OF-BOOK PLACEMENT: | | |
| <input type="checkbox"/> Full page color (run-of-book placement) | \$5,000 \$3,750 | _____ |
| B/W VISITORS' GUIDE SECTION: | | |
| <input type="checkbox"/> Full page B/W | \$4,000 \$3,000 | _____ |
| <input type="checkbox"/> 1/2 page vertical B/W | \$2,500 \$1,875 | _____ |
| <input type="checkbox"/> 1/2 page horizontal B/W | \$2,500 \$1,875 | _____ |
| <input type="checkbox"/> 1/4 page B/W | \$1,000 \$750 | _____ |
| <input type="checkbox"/> 1/8 page B/W | \$500 \$375 | _____ |
| | | \$ _____ |
| DIGITAL ADVERTISING | | <i>Playbill total</i> |
| Website / Mobile | | |
| <input type="checkbox"/> Web Listing ONLY (free with any other advertising purchase) | \$250 | _____ |
| <input type="checkbox"/> Additional Web categories _____ @ \$75 / category | \$ _____ | _____ |
| | | _____ |
| | | <i>Website/Mobile total</i> |
| Email | | |
| <input type="checkbox"/> Email (First come, first served; 12 spots available. Limit one placement per business.) | \$300 | \$ _____ |
| | | _____ |
| | | <i>Email total</i> |
| Social Media Spotlight Feature | | |
| <input type="checkbox"/> Social Media (First come, first served; 12 spots available. Limit one post per business) | \$500 | _____ |
| | | _____ |
| | | <i>Social Media Spotlight total</i> |
| LODGING PARTNERS PROGRAM — see page 4 | | |
| <input type="checkbox"/> Lodging Partners Program | \$275 | \$ _____ |
| | | _____ |
| | | <i>Lodging Partners Total</i> |
| PAY WITH A CREDIT CARD | | TOTAL AMOUNT |
| <input type="checkbox"/> Please check here if you'd like to pay with a credit card. If so, please call us (contact info on next page) to provide your card details. This information cannot be faxed or emailed. | | \$ _____ |
| OSF Business Alliance member, Silver level or above? Deduct 10% here >> (For info, contact OSF Development: development@osfashland.org) | | Less Business Alliance Credit |
| | | – \$ _____ |
| | | Promo Code |
| | | _____ |
| | | AMOUNT DUE |
| | | \$ _____ |

Signature: _____

Title: _____

Date: _____

OSF 2025 ADVERTISING CONTRACT

This is an Agreement between the OREGON SHAKESPEARE FESTIVAL (OSF) and Advertiser whereby OSF agrees to carry an advertisement in its 2024 print publication(s) and/or on the OSF website and/or in other digital properties under the following terms and conditions:

1. OSF must approve all ads before publication.
2. Advertiser must complete, sign, initial, and return one copy of this Agreement prior to contract deadline.
3. Payment in full is due 30 days after OSF receives your signed contract.
4. Until a credit relationship is established, new advertisers are required to pay 100% of ad cost by the ad materials deadline.
5. Any amount unpaid post 30 days after contract receipt shall bear interest at the rate of \$10 for each month it is outstanding.
6. The failure of OSF to demand strict performance of any of the terms of this Agreement shall not be construed as a continuing waiver or relinquishment thereof, and OSF may, at any time, demand strict and complete performance by the Advertiser of said terms.
7. These understandings comprise all the terms of the contract between the parties. No agreement or arrangements shall be binding on either party unless agreed to in writing.

Season Brochure and Web: OSF will send advertiser an ad proof. Advertiser must approve and return proof to OSF in a timely manner to ensure inclusion. OSF will not be responsible for errors in the Season Brochure or on the Website if advertiser fails to return ad proof.

Playbill: The camera-ready ad submitted will be printed as is. OSF will not make changes to artwork and will not send proofs.

Emails: Priority is given on first-received basis. The ad submitted will be printed as is.

Lodging Partner designation is restricted to lodging properties only. Please see additional Lodging Partner agreements on page 4.

OSF Business Alliance members, Silver level and above, receive 10% discount on advertising.

By intialing here, you agree to these terms of use. _____

*Note: Payment is due 30 days after OSF receives your signed contract.