



Douglas Morrisson Theatre

22311 N. Third St.
Hayward, CA 94546
(510) 881-6777
www.dmtonline.org

Mailing address:
Theatre, c/o H.A.R.D.
1099 E Street
Hayward, CA 94541

Program advertising for the 2011 Season

The Douglas Morrisson Theatre is a 250-seat community theatre owned and operated by the Hayward Area Recreation and Park District (HARD). Built in 1979, the theatre currently offers a year-round live entertainment line-up consisting of four plays or musicals plus three concerts by the Morrisson Theatre Chorus. In addition, the theatre offers a Summer Theatre Camp and hosts the Hayward Idol teen program.

Our audiences come mainly from the greater Hayward area, although we have regular patrons who come from Oakland, San Jose, and across the bay. We also frequently have friends or relatives of cast members who come from even farther away. In the case of a show with a large cast, the resulting number of new patrons can be significant.

The typical audience make-up ranges from college students all the way to retired persons, although we are seeing more and more high-school students come with their parents. However, when we produce a family show like *Annie* or *Oliver!*, large numbers of children also attend the performances.

More information about the theatre and everything it has to offer is available on our Web site, at www.dmtonline.org.

Our season

The 2011 Season consists of four theatre shows (two plays and two musicals), plus three chorus concerts. Each of the theatre shows has a run of four weekends—Friday and Saturday evening and a Sunday matinee, plus two Thursday evenings—for a total of fourteen performances. The three chorus concerts each run one weekend (Friday and Saturday evening plus the Sunday matinee), for a total of three performances. This results in seven separate productions and sixty-five individual performances, each one of which is an opportunity for our audience to see your ad. It also allows for seasonal variations or special offers.

The programs

Programs are especially designed for each of our shows and concerts. They are offset printed in black and white and bound as 5.5" x 8.5" booklets, typically consisting of sixteen pages (plus the covers) for plays and musicals, and twelve pages (plus covers) for the chorus concerts. The insides of the front and back covers are available for ad placement, although the outside of the back cover is reserved for information about our parent organization (HARD).

We typically print between 1,800 and 2,500 copies of the program for each play and musical, depending on the anticipated audience, and 750 copies for each chorus concert. Your ad will be printed right alongside our cast and production notes and credits, so it will be seen by all our patrons as they peruse the program prior to the start of each performance.



The Douglas Morrisson
Theatre is a program
and facility of the
Hayward Area
Recreation and Park
District



**Douglas
Morrisson
Theatre**

We will gladly offer advice about your ad's design requirements. For best reproduction quality, your print-ready ad should be provided as a full-size .jpg or .gif file, at least 150dpi resolution, although a 300dpi image results in a cleaner print. PDFs are also acceptable. We regret that we are unable to offer graphic design services or to make artwork adjustments. Edge bleeds are not available at this time.

Dimensions and pricing

Our ad dimensions are as follows:

Full page (7.38”h x 4.5”w): \$100

Inside of front or back cover: \$200

Half page (3.56”h x 4.5”w): \$75

One-third page (2.2”h x 4.5”w):\$50



**Douglas
Morrisson
Theatre**

Deadlines and submissions

Please submit your ad and payment so they arrive at our offices by the following ad deadlines. We require a signed model release for any individuals pictured in your ad; we can provide you with blank release forms if you need them.

Show	Opening date	Ad deadline
Private Lives	Feb 25	-----
Spring Chorus Concert	April 1	-----
Rodgers & Hart	May 20	Apr 15
Summer Chorus Concert	July 22	June 17
Frost/Nixon	Sept 2	July 29
The King & I	Nov 11	Oct 7
Holiday Chorus Concert	Dec 16	Nov 11

Graphic files may be e-mailed to: program@dmtonline.org.

Please mail the Ad Insertion Form to:

Morrisson Theatre, c/o HARD
1099 E Street
Hayward, CA 94541

You can also fax it to us at (510) 888-0124

Make checks payable to HARD/DMT. We also accept credit cards (in person or by phone) during our regular box office hours, Tuesday thru Friday, 12:30pm to 5:30pm.

If you have any questions, please contact George Ledo at (510) 881-6777.

Terms

All ads must be paid for by the deadline date for each production. You may pay ahead of time for several ad insertions; however, if you decide to cancel a given insertion, we will require your request in writing at least one week prior to the deadline date for that particular show. Because your space in the program will have already been reserved, we cannot issue refunds after that date.

Placing your ad in our program does not constitute an endorsement of your company or service by the Douglas Morrisson Theatre or the Hayward Area Recreation and Park District. We reserve the right to not accept an ad if we feel the product or service is not in keeping with our mission of providing legitimate entertainment and recreation opportunities to individuals and families.

Thank you for your interest in advertising with us!



**Douglas
Morrisson
Theatre**

Ad Insertion Form

Company information:

Company: _____

Address: _____

City/State/Zip: _____

Contact name: _____

Phone number: _____

Insertion schedule:

Show	1/3 page \$50	1/2 page \$75	Full page \$100	Inside front cover \$200*	Inside back cover \$200*
Rodgers & Hart					
Summer Chorus Concert					
Frost/Nixon					
The King & I					
Holiday Chorus Concert					
Totals					

* Subject to availability

Total payment: \$_____

_____ Please use the same ad for all insertions.

_____ I will submit different ads for each insertion, per the stated deadlines.

_____ I have attached any model releases required.

Authorized signature

Date

Please mail to Morrisson Theatre, c/o HARD, 1099 E Street, Hayward, CA 94541