



GATEWAY THEATRE  
2011 - 2012 SEASON  
MainStage Series

Dear Advertiser,

I would like to take this opportunity to offer you the opportunity advertise in one or more of the 2011 - 2012 in house program magazines for Gateway Theatre MainStage Series productions.

The house publications of the Gateway Theatre aim to inform and entertain patrons with artist biographies, interesting articles, community activity reports and suggestions for learning more, add up to an attractive, well-designed package to enhance patrons' theatre experiences.

The Gateway Theatre, opened in 1984, has become the centre to the performing arts for the growing City of Richmond and its surrounding communities. The theatre is one of the finest in Canada with comfortable seating, great sightlines and good acoustics. Located in a community with a population comprised largely of new Canadians from South East Asia, The Gateway faces unique programming challenges - choices must be popular enough for first time theatre-goers, challenging enough for more experienced patrons and diverse enough to be inclusive of its cultural context.

The 2011 - 2012 Gateway Theatre Main Stage season meets all these challenges - this year audiences will see a laugh-out-loud comedy, a heartstring-plucking drama and two feel good musicals.

The Gateway Theatre program magazines are handed to each patron entering the Gateway Theatre. Advertising in any or all of the Gateway Theatre magazines ensures that your message will reach everyone that attends a performance of their shows. Patrons attending these shows are usually highly affluent, well-educated and sophisticated - a key audience for any advertiser!

If you require any further information about the publications, rates, closing dates, etc. please call 778.294.5881.

For more information on the Gateway Theatre – visit [www.gatewaytheatre.com](http://www.gatewaytheatre.com) or call 604.270.1812

Thanking you in advance,



Alan Slater  
Publisher



## The Gateway Audience

- 58% Female    42% Male
- 66% Married    23% Single
- 48% Age 25 – 45
- 35% Age 55 – 70
- 90% Have Post-Secondary education
- 65% Are University Graduates
- 35% Earn \$100,000 or over
- 40% Earn \$70,000 - \$100,000
- 62% Reside in Richmond
- 29% Reside in Delta/White Rock
- 82% Own their home
- 30% Dine out weekly
- 30% Dine out more than once a week

# 2011-2012 MAINSTAGE SEASON

## RATE CARD

**STEEL MAGNOLIAS**  
**THE SOUND OF MUSIC**  
**TEMPTING PROVIDENCE**  
**ALL SHOOK UP**

October 6 to 22, 2011 (15 Performances)  
 December 8 to 31, 2011 (24 Performances)  
 February 2 to 18, 2012 (15 Performances)  
 April 12 to 28, 2012 (18 Performances)

**Deadlines:** Space Close: 4 Weeks prior to publication date  
 Material Close: 2 Weeks prior to publication date

**Seating Capacity:** 541

### PLACEMENT:

**Steel Magnolias**  
**Tempting Providence**  
**All Shook Up**

**The Sound of Music**

Outside Back Cover \$ 1,500.00  
 Inside Front Cover \$ 1,300.00  
 Inside Back Cover \$ 1,200.00

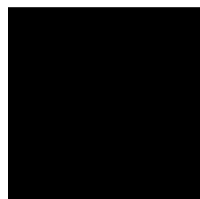
Outside Back Cover \$ 1,700.00  
 Inside Front Cover \$ 1,400.00  
 Inside Back Cover \$ 1,300.00

	Black & White	Colour
Full Page	\$ 850.00	\$ 1,000.00
1/2 Page	\$ 500.00	\$ 650.00
1/4 Page	\$ 300.00	\$ 375.00

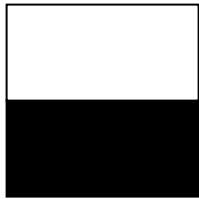
	Black & White	Colour
Full Page	\$ 1,000.00	\$ 1,200.00
1/2 Page	\$ 600.00	\$ 750.00
1/4 Page	\$ 350.00	\$ 425.00

### Display Ad Sizes and Specifications

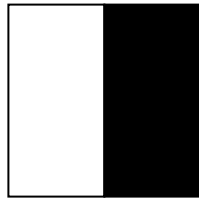
SIZES (In Inches)	WIDE	HEIGHT
Full Page	4 5/8	7 5/8
1/2 Page (Horizontal)	4 5/8	3 3/4
1/2 Page (Vertical)	2 1/8	7 5/8
1/4 Page	2 1/4	3 3/4
Magazine Trim Size	5 3/8	8 3/8
Bleed Size	5 1/2	8 1/2



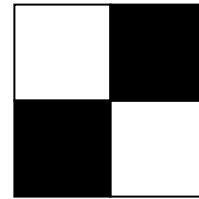
Full Page



1/2 Horizontal



1/2 Vertical



1/4 Page

Files can be supplied electronically (Max 10 meg. file) or on Zip disc or CD. Ad files must be supplied with all its high-resolution images & fonts, and can be supplied in Indesign, Quark Xpress or Adobe Illustrator format or as a high-resolution PDF file. Rates quoted are for the insertion of the advertisement only and do not include applicable taxes. Rates are subject to change without notification.

### ARCH-WAY PUBLISHERS

Arch-Way Publishers is a division of Canadian Best Publishers Ltd.

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