



2011 Summer SEASON

Dear Advertiser,

Arch-Way Publishers is thrilled to announce that we are once again publishing the playbill/program magazine for the upcoming 2011 **Theatre Under The Stars** (TUTS) Summer Season productions.

This summer, TUTS will be producing *Bye Bye Birdie* and *Anything Goes*. These productions will be performed on alternating nights in the Malkin Bowl, Stanley Park from July 8 to August 20, 2011.

The aim of the house publication of TUTS is 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 TUTS program magazines will be available to each patron entering the Malkin Bowl Theatre. Last year over **30,000** people attended the performances. Advertising in this magazine ensures that your message will reach everyone that attends a performance of the 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 publication, rates, closing dates, etc. please call 778-294-5881 or visit our website - www.playboardmag.com.

For more information on TUTS, please visit their website – www.tuts.ca

Thanking you in advance,

Alan Slater
Publisher

BYE BYE BIRDIE

Directed by: Shel Piercy

Choreography: Shelley Stewart Hunt

Music Direction: Kevin Michael Cripps

Rock and roll returns to Malkin Bowl as Bye Bye Birdie, written by Michael Stewart with music by Charles Strouse and Lyrics by Lee Adams, kicks off the 65th season. Set in 1960 as teenagers all across North America are going crazy for rock star, Conrad Birdie. Yes just like kids today love Justin Beiber, the kids of Sweet Apple, Ohio are crazy for this (thinly-disguised) "Elvis Presley" teen heart-throb. His manager, Albert Peterson has staked his financial future on Conrad's success. Albert's secretary, Rosie wants to marry Albert but is increasingly frustrated that Albert puts Birdie's career before Rosie's romantic plans. And just like Elvis Presley was in real life, Conrad Birdie has been drafted! Albert conceives an audacious plan. One lucky fan will kiss Conrad Birdie live on the Ed Sullivan Show before he leaves for the army. Kim MacAfee, is the lucky girl chosen to be kissed. But conflict arises when her boyfriend, Hugo Peabody, gets jealous and things begin to go horribly (and hilariously!) wrong. When Albert ignores her advice Rosie becomes fed-up with Albert and especially fed-up with his domineering mother, Mae Peterson. You know it will all come right in the end but not before some of the greatest music ever written for a Broadway musical comedy has been sung and the audience is left helpless with laughter! John Chapman of the New York Daily News called it "the funniest, most captivating, and most expert musical comedy one could hope to see." The 2011 Theatre Under the Stars production of Bye Bye Birdie will be directed by last year's hit maker Shel Piercy and will feature the choreography by acclaimed choreographer Shelley Stewart Hunt and music direction by Kevin Michael Cripps.

ANYTHING GOES

Directed by: Sarah Rodgers

Choreography: Dayna Tekatch

Music Direction: Christopher King

Anything Goes, written by P.G. Wodehouse, Guy Bolton, Russell Crouse and Howard Lindsay, features the wonderful music by Cole Porter. The S.S. American, sailing from New York to England, carries an unusual group of passengers. Included amongst them are a gangster (Moonface Martin), a wealthy debutante and her mother (Hope and Evangeline Harcourt), a nightclub singer (Reno Sweeny), and a wealthy New York businessman and his stowaway assistant (Elisha Witney and Billy Crocker). It turns out that Hope is Billy's long-lost love. Unfortunately, she is now engaged to a wealthy Englishman, Lord Evelyn Oakleigh. After a series of comedic happenings, Billy manages to win back Hope. Meanwhile, Billy's friend, Reno, manages to seduce and win Lord Evelyn. All this happens while Moonface Martin attempts to escape the law and Hope's mother strives to maintain her social status. This is Cole Porter at his very finest and funniest. The show is the home of the stylish and classical songs, "You're the Top", "It's De-Lovely", "Friendship", "All Through the Night" and, of course, "Anything Goes".



Malkin Bowl, Stanley Park

2011 Summer Season Advertising Rates

Bye Bye Birdie & Anything Goes (Alternating Evenings)

Malkin Bowl, Stanley Park July 8, 2011 – August 20, 2011

Deadlines: Space Close: Tuesday June 8
Material close: Tuesday June 20

Seating capacity of Malkin Bowl: 1400
Over **30,000** attended last years shows

PLACEMENT:

Outside Back Cover (Colour)	\$ 2,400.00	
Inside Front Cover (Colour)	\$ 2,000.00	
Inside Back Cover (Colour)	\$ 1,800.00	
	Black & White	Colour
Full Page	\$ 1,300.00	\$ 1,500.00
1/2 Page	\$ 800.00	\$ 1,000.00
1/3 Page	\$ 600.00	\$ 800.00
1/4 Page	\$ 450.00	\$ 600.00
Card Size	\$ 300.00	\$ 400.00

Display Ad Sizes and Specifications

SIZES (In Inches)	WIDE	HEIGHT	SIZES	WIDE	HEIGHT
Type Page	7-3/8	10-	Card Size	3-5/8	2-1/2
1/2 Horizontal	7-3/8	4-15/16	Trim size	8-3/8	10-3/4
1/3 Vertical	2-3/8	10-	Bleed Size	8-5/8	11-
1/4 Square	3-5/8	4 15/16			

Printed Heatset Web Offset, CTP.

Ad files can be supplied electronically (Max. 10 meg. file) or on disc in Indesign, QuarkXpress or Adobe Illustrator format with all high-resolution images & fonts. Ad files can also be supplied as a high-resolution PDF file

Rates quoted do not include applicable taxes and is for the insertion of the advertisement only.

Rates are subject to change without notification.



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