



THEATRE ALLIANCE
OF GREATER PHILADELPHIA

2011-2012 On Stage Page Participation Agreement

As of November 2011, the On Stage Page has been revised to enhance its marketing potential for Theatre Alliance members. In place of a direct listing, the On Stage Page now promotes special features offered on *phillytheatretix.com*. In exchange for listing the page in their show programs, participating theatres receive exclusive access to joint-marketing initiatives managed by the Theatre Alliance.

By signing this agreement, the member organization agrees to:

- Download the current **On Stage Page** from the Theatre Alliance web site and print as a full page in the program for the corresponding show, (as listed below).
- Make no alterations to the **On Stage Page** in any way, without the written consent of the Theatre Alliance.
- Report any changes to the print deadlines you have listed below as soon as you are aware of them.

In exchange, for every show program included in this agreement, the Theatre Alliance will provide your member organization with:

- One featured listing in the Openings and Closings email sent to more than 7,000 patrons each week.
- One option to buy a cooperative advertisement. For example with our WXPB 88.5 co-op, you can access an air time package for as little as \$300. (Subject to availability on a first come, first serve basis.)
- One Special Promotions e-blast to announce your ticket discount or special event.

Organization: _____

On Stage Page Contact: _____

Email address of Contact: _____

Box office Phone Number: _____

Theatre's website URL: _____

Page height & width specifications (circle one): STANDARD – full page OR WIDE – ½ page
8.5” tall x 5.5” wide playbill 11” tall x 8.5” wide playbill

Production Title	Production Run Dates	Your Program Deadline
<i>Example Show</i>	<i>Start Date – End Date</i>	<i>Month/Day/Year</i>

Signature: _____

Print Name and Title: _____

*Please return to Gina Vitolo-Stevens, Communications Associate by fax or email:
(215) 413-7155 fax ~ gina@theatrealliance.org*

Agreement must be received at least 2 weeks prior to print deadline of first show program.