



Marketing Support available for Ticketed Events

*Please note all marketing materials must be approved by the Shubert Theatre prior to production.
Services are provided free unless indicated otherwise.*

Event listing on Shubert website: shubert.com

Client to provide show logo or image as a jpeg and descriptive copy in a word document or provide ready-made web tiles in the following four sizes:

Banner Image: 1400 pixels wide x 700 pixels high
Thumbnail: 200 pixels wide x 200 pixels high

Display of posters in Shubert kiosk and lobby frames *(art produced by Rental Client)*

Kiosk Poster size: 36" W x 84" H (maximum size) – Cost \$100.00 each *(subject to increase)*

Displayed for 2-5 days prior to your event – availability subject to schedule of shows prior to your event.

Lobby Poster size: 24" W x 36" H for audience exposure 4 weeks prior to the event – Cost \$35.00 *(subject to increase)*

Event listing on Shubert Marquee

Name of event and date will be set on the exterior marquee the day of your event *(or earlier based on availability)*
Space limited to 2 lines / 20 characters per line

E-mail Blast to Shubert e-CAPA Database

Your event will be included in the Shubert's scheduled e-mail blasts to approx. 50,000 prior to your event. This will include the following potential opportunities (timing to be mutually agreed upon):

- Pre-Sale email to our targeted list of Advance Ticket Purchasers.
- On-Sale email Blast to our full list (approx. 50,000 emails)
- Coming this Month/ Week-of email Blasts (inclusion in 3-4 regular emails)
- Email Blast targeted to your event's ticket buyers 2 days prior to show with specific information about attending the presentation (date, performance time, parking, etc).

Shubert Lobby loop and video viewed from sidewalk

Your event will be included on our jumbo lobby screen, monitors located throughout public spaces as well as monitor visible to sidewalk pedestrians and street traffic.

Exposure through the Shubert's Social Media outlets

Your event announcement, on-sale and leading up to the event date will be included on the Shubert's Facebook (5,831 likes), Twitter (6,284 followers) & Instagram (260 followers) efforts. These posts will include a direct link to purchase tickets to the event. Materials will mirror the marketing materials provided for shubert.com or you can submit customized images/information for posting.

We will also share, like any posts to further support yours and or the artist's promotional efforts on line.

Shubert House Program Stuffing / Ticket Envelope Insert

We offer the opportunity to include a show flyer in the Shubert's program - 5" x 8" maximum size (based on program availability prior to your event). Cost \$250.00 per performance

If you have a Program for your event, the Shubert ushers will distribute to the patrons

Advertising in a Shubert program prior to your event can be arranged through On Stage Publications 866-503-1966

Advertising Services

- Media placement for TV/radio/print is available using CAPA/Shubert non-profit rates, with 15% media placement fee.
- A listing of newspaper rates with deadlines is available upon request.

Publicity Services

- Please supply your press release and calendar listing information in a Word document
- Please supply high-res color publicity jpegs for use by print publications

Marketing and PR Contact: Anthony Lupinacci 203.624.1825 AnthonyL@capa.com