



SHAKESPEARE IN THE PARK

DEMOGRAPHICS

2013 Season

Approximately 50,000 total attendees per year

Projected Nightly Attendance: Summer Season

Tuesday- 500
Wednesday- 500
Thursday- 800
Friday- 1,200
Saturday- 1,200
Sunday- 800

Projected Nightly Attendance: Fall Season

Wednesday- 700
Thursday- 1,000
Friday- 1,200
Saturday- 1,200
Sunday- 900

Audience Profile

Age:

Comparable to the general population. 70% are between the ages of 26 and 55.

Education:

Over 80% have a 4-year college degree; 40% have a graduate degree.

Income:

60% have an annual household income of \$75,000+.

Marital Status:

52% married; 33% single (never been married); 11% divorced; 4% "other"

Race:

73% White; 10% African American; 8% "other"; 6% Hispanic; 3% Asian



ADVERTISING RATES

Program | Company Booth | Company Banner

Deadline for reservation and payment: Summer | May 17 & Fall | August 30

For questions please contact: Julie at josborne@shakespearedallas.org | 214-559-2778

PROGRAM

Your ad will run for six weeks in June and July, or four weeks in September and October with exposure to the Dallas and/or Addison markets. Ad space is limited and are included on a first-signed, first-paid basis. All ads are black and white.

Inside Center	
Inside Front Cover	
Inside Back Cover	\$1200 per season
Full Page	\$1000 per season
Half Page	\$500 per season
Quarter Page	\$300 per season

COMPANY BOOTH

Market directly to Shakespeare Dallas audiences and take advantage of our great new introductory rates! All packages include one six-foot table and two chairs inside the Samuell-Grand Amphitheatre and/or Addison Circle Park. Advertiser to supply materials.

Weeknight	\$50/night
Weekend	\$100/night
Weekly	\$300/week
Season	\$1500/season

COMPANY BANNER

Displayed in Shakespeare Dallas' "lobby" (also known as the front entrance) to the performance venue at the Samuell-Grand Amphitheatre and Addison Circle Park. To hang your banner in the lobby for the entire season is \$500. Advertiser to supply materials.