

SHAKESPEARE IN THE PARK

2018 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

DEMOGRAPHICS





ADVERTISING RATES

Program | Company Banner

Deadline for reservation and payment: Summer | May 21 & Fall | August 17

For questions please contact: Robin at rclayton@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 color.

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 BANNER

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

