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As one of the region's largest cultural attractions, 4th Line Theatre draws more than 17,000 people to the area each summer and uses marketing campaigns to encourage visitors to stay and play through promotion of our advertising partners. According to Ontario Tourism's Regional Economic Impact Model, 4th Line Theatre's impact on tourism region RT08 was 3.97 million in 2019 and 4.92 million in Ontario. We invite you to join our marketing initiatives and offer several opportunities for you to promote your business or service.



Season Brochure April—September

Season Programme June—August

These 2 publications feature a combined distribution of approximately 44,000 copies and 84,000* readers including 12,000 mailed directly through Canada Post/ carrier distribution to theatre patrons.

*based on theatre standard of 2 readers per copy.

2020 4th LINE THEATRE ADVERTISING RATES

Season Brochure Listing		\$200.00	
B&W: business card (horizontal)	3.5 x 2	\$175.00	Colour: + \$50.00
Business card (vertical)	2.25 X 3.5	\$175.00	
Double business card (horizontal)	6.5 x 2	\$225.00	+ \$75.00
Double business card (vertical)	3.5 X 4.125	\$225.00	
1/8: 1/8 page (horizontal)	4.875 x 3.125	\$350.00	+\$100.00
1/4H: 1/4 page (horizontal)	10.125 x 3.625	\$475.00	
1/4V: 1/4 page (vertical)	4.875 X 6.75	\$475.00	
1/2H: 1/2 page (horizontal)	10.125 x 6.75	\$800.00	+\$ 200.00
Full PG: full page	10.125 X 13.75	\$1500.00	+\$400.00
Outside back cover in colour	10.125 X 15	\$2000.00	

Ad prices shown are based on payment within 30 days and do not include applicable taxes. Visa, Mastercard, cheque or e-transfer are accepted at time of booking. A minimum \$20 design surcharge will apply to all ads that do not conform to precise ad sizes listed above or ads requiring modification.



Specs: 4 colour, glossy
Circulation: 35,000+

Distribution: Travel and tourism centres along the 401 corridor stretching from Toronto to Kingston, hotel and attraction racks in Peterborough and Kawartha Region, Northumberland, Toronto and the GTA, Prince Edward County, the Quinte Region and Kingston. Focused distribution to targeted cultural attractions across Ontario; mailed to 12,000 4th Line Theatre subscribers.

Listing Details: Three (3) lines including business name, address, phone number and website and a 60 character description including spaces

Deadline March 6th
Season Brochure
April—September

Specs: Newspaper tabloid black and white with between 4-6 colour pages

Circulation: 9,000+

Distribution: To audience of 17,000 patrons and key cultural or heritage outlets.

Demographics: 4th Line Theatre attracts a diverse audience comprised of families, seniors, millennials and youth. Females aged 40-65 are our primary individual demographic. Our guests travel from across Ontario and internationally with our primary catchment area being Peterborough, Kawartha–Northumberland and Durham Regions

Deadline May 22nd
Season Programme
June—August

Ad Specifications:

Camera-ready artwork or acceptable electronic files including pdf, eps, tiff, QuarkXPress and Adobe InDesign. All fonts and image files must be included. We will advise you should your ad incur design fees above the listed price.

Website Link \$150

Link from our website to yours!
 Advertise your business or service on our Community Links page. Your logo and name displayed with a direct link to your site.



E-blast Sponsor \$200

We will not accept more than 10 Eblast sponsors per year. Your business listing will be featured as a logo. Distribution 25-30 times per year emailed to 8000+ subscribers

4th Line Theatre is a not-for-profit, cultural institution that relies heavily on advertisement support to ensure our success year after year. Charitable registration #137622866 RR0001. **Thank you for your support!**