

W H A R T 2021-2022 DIGITAL PROGRAM AD KIT O N

New this year, Wharton Center has moved to a digital program. A move to digital is good for the environment and good for advertisers. Each program will feature only three exclusive advertisements; each can link to their desired webpage or social platform. Advertising in the 21-22 Digital Program also includes a bonus of five events that were rescheduled from the 19-20 and 20-21 seasons.

View a complete listing of events: Whartoncenter.com/events

This year ONLY, we are offering a select number of spots in the new digital program at an incredible rate. Ads spots are first-come, first-served, so reserve yours now.

In the event of a show cancelation, we will make every attempt to provide advertisers exposure similar in value via our social media pages.

EXAMPLE PROGRAM

Whartoncenter.com/sample-program

EXAMPLE AD SIZE

Whartoncenter.com/sample-program-ad

EDITIONS

Each advertiser will be placed in at least 18 editions of the program. There are 37 unique performances in 21-22, and multi-day Broadway runs will feature a new set of advertisements each day.

Performance date blocks will be chosen at random when the advertiser's payment is received. Each advertiser will receive at least one day in each Broadway run. Dates will be shared with contact via email.

DEMOGRAPHICS

Wharton Center patrons attend multiple performances a year, have at least a bachelor's degree, are homeowners who live within an hour of East Lansing, and encompass a wide range of ages, with the majority evenly distributed between 35-64. Ticket holders represent all genders, however, females tend to make the majority of ticket purchases.

VIEWS

Each advertiser will be placed in at least 18 editions of the program, with an estimated viewership of at least 27,000.

PRICING

\$3,000 for the 2021-2022 season, introductory (previously advertisement rates ranged from \$2,275 to \$9,760), PLUS FIVE additional events: Disney's Frozen, Cats, Dear Evan Hansen, The Klezematics, and Davina & The Vagabonds and Hot Club of Cowtown.

APPLICATION AND PAYMENT

Submit the ad acquisition form: [Whartoncenter.com/ad-program-agreement](https://whartoncenter.com/ad-program-agreement)

PAY ONLINE [Whartoncenter.com/program-online-payment](https://whartoncenter.com/program-online-payment)

BY CHECK Make check payable to **Michigan State University**
Send Check to **ATTN: Tara Peplowski**, 750 East Shaw Lane, EL 48824
Or drop check off at the Ticket Office.

BY PHONE To pay by phone, please contact Jennifer Richard at (517) 884-3106.

AD GUIDELINES

SIZING 900px wide x 750px tall at 72 pixels/inch

FILE TYPE JPG, PNG

URL Ads must link to main corporate/business website and have up to date SSH Certificate (HTTPs) OR link to one of the following social media platforms: Facebook, Twitter, Instagram, YouTube.

DEADLINE Ads must be received 2 weeks prior to performance.

SEND AD FILES Ad files can be included in the ad application form. If not included, send new and updated ad files to Amy Haggart at amy.haggart@whartoncenter.com.

AD UPDATES Ads can be updated for each scheduled event, and once for a run of Broadway Performances. Files must be received 2 weeks prior to the performance date.

ANIMATION Animation will not be available for the 2021-2022 season ads.

NON-PROFIT In keeping with our non-profit guidelines, advertisements may not contain qualitative or comparative language, price information, or other indications of savings or value. Nor can advertisements contain endorsement or inducement to purchase, sell or use any company, service, facility, or product. Coupons are not allowed in advertisements.