

W H
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2022-2023 DIGITAL PROGRAM AD KIT

For the second year in a row, Wharton Center will present their program digitally. A move to digital is good for the environment and good for advertisers. Each program will feature exclusive advertisements; each can link to their desired webpage or social platform.

View a complete listing of events: [Whartoncenter.com/events](https://whartoncenter.com/events)

View past digital programs: [Program.whartoncenter.com](https://program.whartoncenter.com)

Holding last season's incredible rate, we are offering a select number of spots in this season's digital program. Ads spots are first-come, first-served, so reserve yours now.

In addition to spots in Wharton Center's digital program, purchasers have the right of first refusal at this time for ad space in physical programs available during all Broadway runs.

DIGITAL EDITIONS

Each advertiser will be placed in at least 18 editions of the program. There are 30 unique performances in 22-23, 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 26,000.

PRICING

Holding the introductory price of \$3,000 from the 2021-2022 season for the 2022-2023 season. Previously advertisement rates ranged from \$2,275 to \$9,760.

Advertisers who purchased ad space in the digital program have the option to purchase ad space in this season's physical printed Broadway program for an additional \$2000 per program.

APPLICATION AND PAYMENT

Submit the ad agreement 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.

DIGITAL AD GUIDELINES

-sizing

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

FILE TYPE

JPG, PNG (include editable file if available)

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 is not available for this season

PRINT AD GUIDELINES

SIZING	4.6875" x 7.625" (or 4 11/16" x 7 5/8")
FILE TYPE	PDF (include editable file if available), CMYK
DEADLINE	Ads must be received by December 1, 2022.
SEND AD FILES	Ad files can be included in the ad application form If not included, send to Natalie Puckett at Natalie.puckett@whartoncenter.com
AD UPDATES	Ads cannot be updated for print programs

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.

JOIN THE SUBSCRIBER DISCOUNT PROGRAM

Wharton Center Subscriber Discount Program connects our subscribers with local businesses. Subscribers receive a Subscriber Discount Card with their ticket orders and may use it throughout the year at the participating businesses.

Whartoncenter.com/subscriber-discounts