



ALBERTA
BAIR THEATER

Playbill Advertising Pricing and Sizing 2026 - 2027

Playbill ads are arranged around the month of June. If you would like to be a new advertiser, please contact ABT Marketing Manager, Morgan Lombardi, at MLombardi@AlbertaBairTheater.Org to ensure you are put on the contact list.



	PRICE	SIZES
Outside Back Cover*	\$2500	5.5" wide x 8.5" high + <i>bleed</i>
Inside Front Cover*	\$2195	5.5" wide x 8.5" high + <i>bleed</i>
Right Inside Page One*	\$2195	5.5" wide x 8.5" high + <i>bleed</i>
Inside Back Cover*	\$2195	5.5" wide x 8.5" high + <i>bleed</i>
Full Page	\$1900	5.5" wide x 8.5" high + <i>bleed</i>
Half Page (Horz)	\$1150	4.875" wide x 3.875" high
Half Page (Vert)	\$1150	2.375" wide x 7.875" high
Quarter Page (Horz)	\$675	4.875" wide x 1.875" high
Quarter Page (Vert)	\$675	2.375" wide x 3.875" high

Renewing advertisers with premium, guaranteed placement pages have first right of refusal. Placement is first come, first served.

** Premium placement, non-discounted ad space*

Playbill Advertising Sizing

