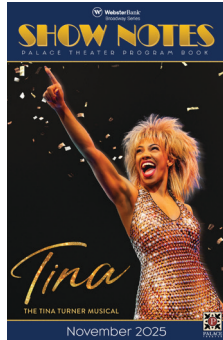
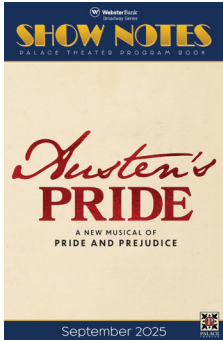


YOUR BRAND IN THE SPOTLIGHT!

Here's your chance to reach an audience of avid theatergoers and potential new customers from across Connecticut. Position your brand at the forefront of the arts community with a spot in this season's **Show Notes** program books. See back for details.

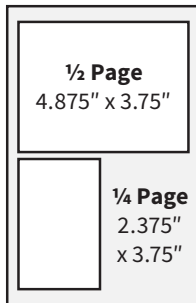
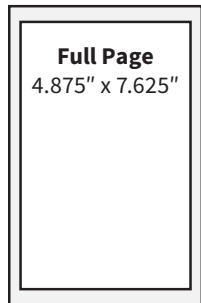
Act now as availability is limited.



PROGRAM

Get your business noticed by the thousands of patrons that come to enjoy our theatrical presentations.

- Ad in printed *Show Notes* Program Book
- Ad in digital *Show Notes* Program Book (Mobile-Friendly)



PROGRAM +

Program + gives you the opportunity to take your advertising to the next level! Enhance your printed and digital program ad with additional benefits such as:

- Digital ad hyperlinks to your website
- Digital listing on Post University Welcome Wall
- Ad on digital monitors in Grand Foyer (JPG 1080x1920)
- Affinity discount for employees
- Advance notification and pre-sale access for shows and events



TICKET BUYER PROFILE



CORE MARKETS

Greater Waterbury Region
 New Haven County
 Litchfield County
 Fairfield County

GENDER

Female 57%
 Male 43%

HH INCOME

\$50k – \$75k 25%
 \$75k – \$100k 21%
 \$100k – \$125k 9%
 \$125k + 31%

AGE

24 – 35 9%
 36 – 45 15%
 46 – 55 24%
 55 – 65 28%
 66+ 23%

ESTIMATED IMPACT

Full-Season Printed Programs
30,000 +

Single Show Printed Programs
3,000 – 5,000 +

Full-Season Digital Impressions
68,400 +

Single Show Digital Impressions
6,800 – 11,400 +

