

BLACK HILLS PLAYHOUSE PLAYBILL ADVERTISING PRICING & SPECS AND SPONSOR ADS

2025

2025 PLAYBILL: full color 8 1/2" x 11" magazine-sized season program and in our digital Playbill on our website

The Black Hills Playhouse is a professional, not-for-profit professional theatre company that plays Tuesday through Sunday in Custer State Park from June through August. Approximately 15,000 visitors attend productions each summer, with roughly 83% coming from South Dakota communities. 17% are visitors from outside of the state.

Please use last year's ad.	
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2025 SEASON PLAYBILL ADS

AD	PRICE	X
Playbill back cover	\$2200	
Inside front or back cover	\$2000	X
Full Page	\$1900	
1/2 Page	\$1200	
1/3 Page	\$950	
1/4 Page	\$850	
1/8 Page (horizontal only)	\$500	
Full Season Sponsor ½ page	\$5000	
Guest Artist Sponsor ¼ page	\$2500	
Show Title Sponsor ¼ page	\$2500	

OLIOS LIVE FROM THE STAGE

Olios are original, personalized pre-show entertaining jingles set to music and performed by professional actors live at curtain during the entire run of one show (8 to 17 performances depending on the show). Every person attending the show is guaranteed to hear about your business!

***Olios are available **ONLY** with a season sponsorship and are first come, first served.*

OLIO/SHOW	PRICE	Sold
Murder/Orient Express	\$1500	x
Legally Blonde	\$1500	
Waitress	\$1500	
Book of Will	\$1500	



2025 Playbill Advertising Sizes & Specs

Display Ad Sizes	Inches Wide 7"	Inches Tall	
Full Page (live space; no bleeds)		9.625"	
1/2 Page-Vertical NEW*	3.375"	9.625"	
1/2 Page-Horizontal	7"	4.5"	
1/3 Page-Horizontal	7"	2.875"	
1/4 Page-Vertical	3.375"	4.5"	
1/4 Page-Horizontal	7"	2.125"	
1/8 Page-Horizontal	3.375"	2.125"	

Playbill Trim Size: 8.375" wide x 10.875" t • Live Space: 7" wide x 9.625" tall * 1/4" bleeds

- A contract will be electronically sent to you.
- Please sign the contract and submit it.
- We will generate an invoice and send it to the email that you provide for invoicing. Invoices may be paid online through credit card or by check to PO Box 2513, Rapid City, SD 57709.
- Please submit all high-resolution, print-ready ads by email to kassi@blackhillsplayhouse.com no later than **March 14, 2025**.

All files submitted MUST be JPEG or PDF, CMYK, and with 300 dpi. We want to represent your business in the best way possible and high resolution files are important!

Questions? Call Kassi at 605-255-4910. Thank you!