WNEP Theater AUDIENCE DEMOGRAPHICS

__70%__ are between the ages of 21 – 45
__38%__ are Male / __62%__ are Female
__65%__ have an income between $30,000 - $75,000 annually
__82%__ attend local theater regularly
__76%__ frequent restaurants at least 4 times a month
__80%__ are college educated
__76%__ prefer local businesses over corporate chains

WNEP Theater has been creating unexpectedly imaginative and original theater in Chicago for nearly twelve years, and is one of the most critically acclaimed companies in Chicago theater. Described by critics as "schizophrenic," "chaotic and confrontational," "lunatic," and "tremendously brave," WNEP Theater generates original work casting a critical eye on American values, culture, and perspectives by presenting the grotesque as beautiful, the mundane as unexpected, and asking its audience to change its role from spectator to participant.

WNEP Theater in the News

"...illustrates one of the best aspects of small Off-Loop theaters: an unabashed determination to invent uniquely original work..." -- Chicago Sun-Times

"...a company whose members are half mad scientists, half feisty underdogs..." -- Chicago Tribune

"...[WNEP] demonstrates a rare talent for shaping spontaneous sparks of truth into palpable, fluid, provocative drama..." -- Chicago Reader

"...an aggressively in-your-face theater devoted to breaking boundaries..." -- NewCity

"...an edgy theater-making machine..." -- Daily Herald

Advertising Rates

SIZES:

Eighth Page Ad:	2.125” x 2.125”
Quarter Page Ad:	4.5” x 2.125”
Half Page Ad:	4.5” x 4.25”
Full Page Ad:	4.5” x 7.5”

PRICES:

AD SIZE	PER SHOW Price	SEASONAL Price
1/8	$15.00	$50.00
1/4	$25.00	$85.00
1/2	$45.00	$160.00
FULL	$75.00	$250.00

PER SHOW Advertising runs for the full run of one selected production
PER SHOW FULL Page advertisers receive two
Opening Night Complimentary Tickets for the selected production.

SEASONAL Advertising runs in every program for every WNEP production
from November 12, 2004 through October 1, 2005
(includes four guaranteed productions listed on back cover plus any additional productions added throughout the season.)
SEASONAL FULL Page Advertisers receive two
Opening Night Complimentary Tickets to every production
during the season.

Artwork is to be accompanied by payment (either check made out to ‘WNEP Theater’ or through PayPal via the WNEP website). You will be mailed an receipt along with a proof of the final program for your files.

SEASONAL and ‘Naked on the Net’ advertisers: Artwork and payment must be received no later than Friday, November 5 by 5:00PM.

ARTWORK SPECIFICATIONS:

Preferred method is to email your ad in one of the following formats: TIFF (300 dpi, Grayscale), JPEG (300 dpi, Grayscale), or PDF (no less than 150 dpi).
Email to: hall@wneptheater.org

If you have no graphic artist on staff,
we can use a business card and design one for you.