

THE PARAMOUNT THEATER

PLAYBILL AD PACK

2026-2027
Season

RATE CARD
SPECS
GUIDELINES
DATES & DETAILS



FULL SEASON

PRINT ADS

FULL COLOR

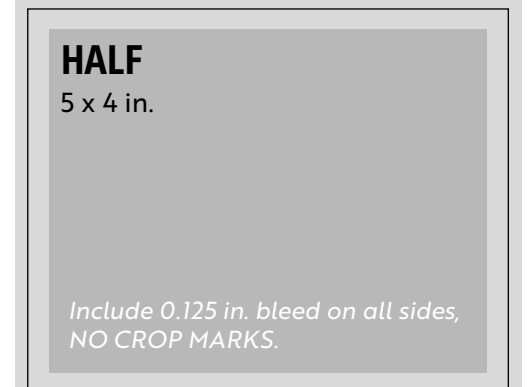
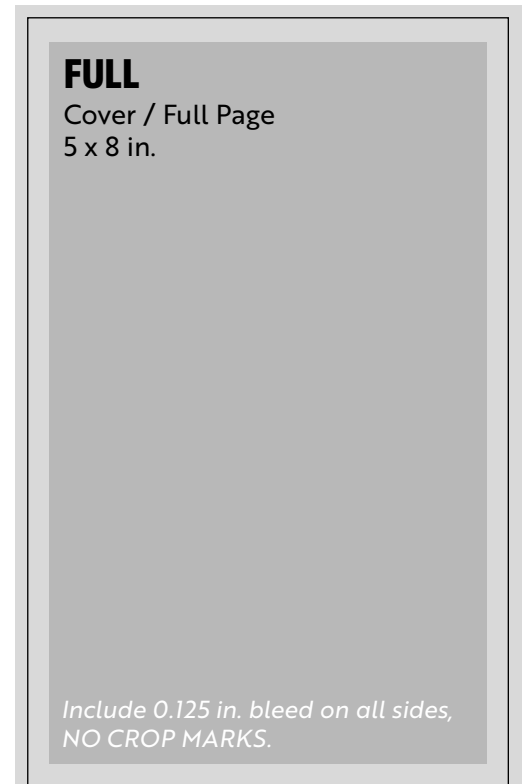
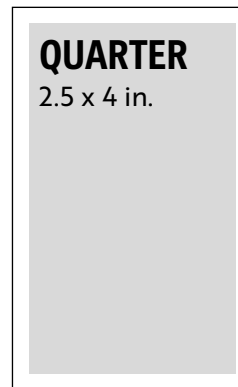
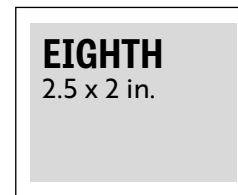
Back Cover	\$4,330
Inside Front Cover	\$2,810
Inside Back Cover	\$2,810
Full Page	\$2,380
Half Page	\$1,490
Quarter Page	\$960
Eighth Page	\$570

BLACK & WHITE

Full Page	\$1,730
Half Page	\$1,120
Quarter Page	\$740
Eighth Page	\$430

GUIDELINES

Ads must be camera-ready and built to sizes outlined above. Images must be provided at **300 dpi** minimum. Leave at least **0.25 in. margin** on all ad sizes if including text. Include at least **0.125 in. bleed** on all sides, **NO CROP MARKS**.



PDF, EPS, TIFF, Illustrator/InDesign, and JPG/PNG (if 300-600dpi) are **accepted**. Fonts must be embedded or converted to outlines (if EPS or Illustrator file).

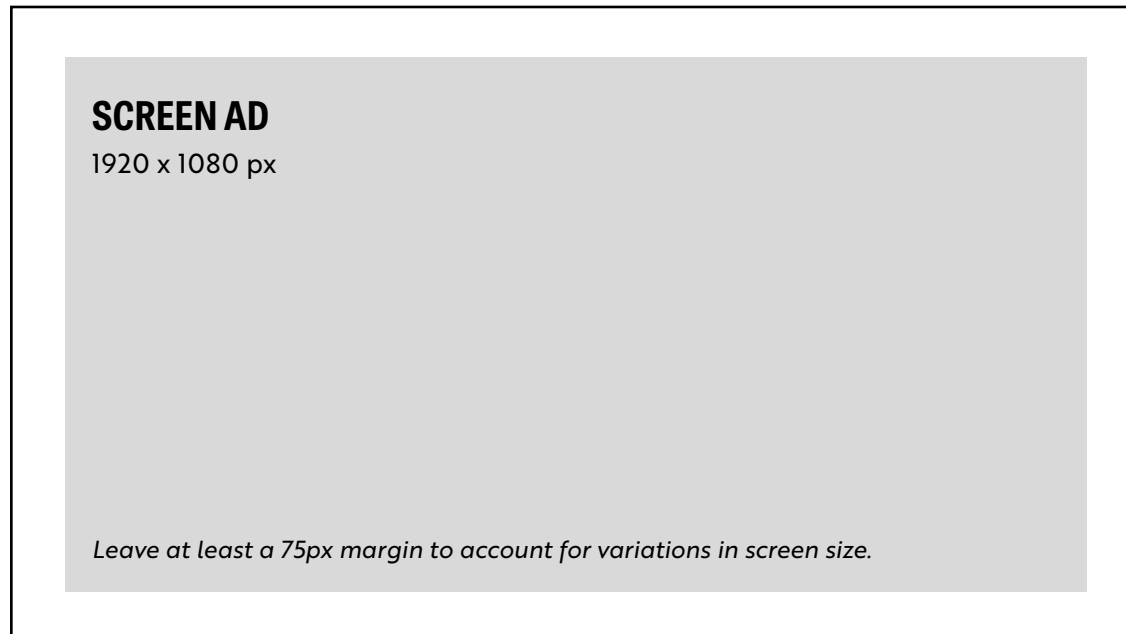
THE PARAMOUNT PLAYBILL

FULL SEASON

VIDEO SCREEN

VIDEO SCREEN OPTIONS

With Playbill Ad Purchase	\$1,840
Video Screen Slide Only	\$3,680



Video Screen ads will display as part of a slide rotation in the Box Office (**24 hours a day** in window facing Downtown Mall pedestrian traffic), throughout the Theater, and on the Big Screen (when lowered) **at all events**.

Ad is displayed for **6 seconds** per rotation on a continuous loop.

GUIDELINES

Image files must be in **JPG** format. **16:9** aspect ratio or **1920 x 1080 px**. Resolution is **72ppi**, in **RGB** color.

Please leave at least **75px** margin on all sides to allow for scaling on different screen sizes.

PARTIAL SEASON PRINT ADS

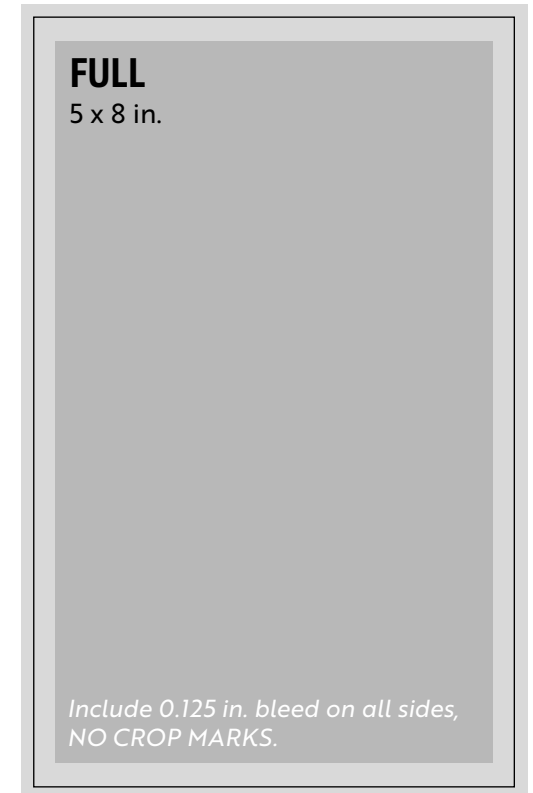
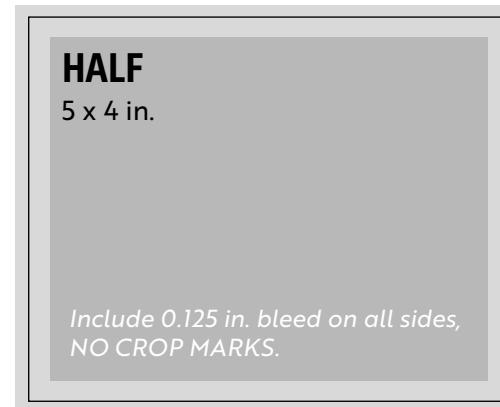
**LIMITED
AVAILABILITY!**

FULL COLOR

Full Page	\$790
Half Page	\$500

BLACK & WHITE

Full Page	\$585
Half Page	\$375



GUIDELINES

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DEADLINES FOR MATERIALS & PAYMENT

Fall (September - November)	July 31, 2026
Winter (December - February)	October 30, 2026
Spring (March - May)	January 29, 2027
Summer (June - August)	April 30, 2027

All Playbill advertising is on a first come, first served basis and is subject to the approval of The Paramount.

Full Season and Partial Season advertisers may update their ads (print and/or screen) every season at no additional cost, as long as artwork is submitted before the dates outlined above. Please ensure they follow the Guidelines provided.

CONTACT & SUBMISSION

Please fill out our [online form](#) to reserve your ad placement. All files and artwork may be submitted to:

Andy Pillifant, Director of Communications.
andypillifant@theparamount.net | (434) 293-1005

DATES & DETAILS

SCAN TO SUBMIT



ONLINE FORM

When Paramount patrons hold a copy of our Playbill in their hands or lay their eyes on the Big Screen, they see more than upcoming events. They see local businesses and organizations that support our mission, give us their valuable time and attention, and are proud to play a role in our incredible story – and we invite you to join this significant and impactful group.

THE NUMBERS

4

seasons, 4 issues

12,000

Playbills printed every year

105,000+

Patrons through the door

280+

total events