

# 2021/22 Seattle Area Advertising Calendar

	Broadway	Classical	Performance	Custom					
	BROADWAY THE BROADWAY	Village Theatre	SEATTLE OPERA.	SEATTLE SYMPHONY	SEATTLE REP	SCT SEATTLE CHILDREN'S THEATRE	SMC SEATTLE MUSIC CENTER	encore stages	encore custom publishing
SEP 2021			SS0011 Opening Night / R. Schumann Symphony / Dausgaard Conducts Stravinsky Sep 18 – Oct 30 Closing: Aug 6					INT011-DIGITAL Intiman Homecoming Sep 18 – 19 Closing: Aug 30	PQ011 Pride Quarterly Fall 2021 Sep 1, 2021 Closing: Jul 23 TAL011 2021/22 Season
OCT 2021	PMT011 Jesus Christ Superstar Oct 5 – 10 Closing: Aug 20		SOP011 La bohème Oct 16 – 30 Closing: Aug 27					ES011 Conrad Tao / Babette's Feast / Seattle Rock Orchestra / A Christmas Carol Oct 13 – Dec 31 Closing: Sep 10	Sep 2021 – Jun 2022 Closing: TBA
NOV 2021	PMT021 Mean Girls Nov 16 – 21 Closing: Oct 1	VT011-DIGEST Celebrate Me Home Nov 20 – Dec 26 Closing: Oct 8		SS0021 Ray Chen / Brahms Untuxed / Beach Gaelic Symphony / Holiday Pops Nov 2 – Jan 1 Closing: Sep 17					PAG011 Performing Arts Guide 2021/22 Nov 5, 2021 Closing: Oct 1
DEC 2021	PMT031 My Fair Lady Dec 28 – Jan 2 Closing: Nov 12			SRT011 The Winter's Tale Dec 10 – 23 Closing: Oct 22			SMC011 Snow Business Dec 5 – 23 Closing: Oct 15		PQ021 Pride Quarterly Winter 2021 Dec 1, 2021 Closing: Oct 15
JAN 2022	PMT042 Anastasia Jan 25 – 30 Closing: Nov 26	VT022-DIGEST Songs for a New World Jan 14 – Mar 13 Closing: Nov 24		SS0032 Music of John Adams / Avi Avital / Aretha: A Tribute Jan 6 – 29 Closing: Nov 19	SRT022 Fannie Jan 14 – Feb 13 Closing: Nov 26	SCT012-DIGEST To Be Announced TBA Closing: TBA		ES022 Beowulf / The Mystery of Irma Vep / Circa / See How They Run / Whose Live Anyway? Jan 20 – Mar 5 Closing: Dec 3	
FEB 2022			SOP022 Blue Feb 26 – Mar 12 Closing: Jan 7	SS0042 Dausgaard Sibelius Symphony No. 1 / Songs of the Earth / España! Feb 3 – 25 Closing: Dec 17	SRT032 Freestyle Love Supreme Feb 16 – Mar 13 Closing: Dec 31	SCT022-DIGEST To Be Announced TBA Closing: TBA	SWC022 We Are Family Feb 5 – 6 Closing: Dec 23		NOR2022 Nordic Kultur 2022 Feb 2022 Closing: TBA
MAR 2022	PMT052 The Band's Visit Mar 8 – 13 Closing: Jan 21	VT032-DIGEST The Book Club Play Mar 3 – May 1 Closing: Jan 14		SS0052 The Wailin' Jennys / Mahler Sixth Symphony / Celebrate Asia / Lang Lang Mar 3 – Apr 3 Closing: Jan 14			SMC032 Motown and More Mar 18 – 20 Closing: Feb 4	ES032 The Thin Place / Mrs. Caliban / Sharon Isbin / The Spitfire Grill / Teenage Dick Mar 4 – Apr 30 Closing: Jan 21	PQ032 Pride Quarterly Spring 2022 Mar 1, 2022 Closing: Jan 28
APR 2022	PMT062 Beautiful: The Carole King Musical Apr 8 – 10 Closing: Feb 25	VT042-DIGEST You're a Good Man Charlie Brown Apr 21 – June 19 Closing: Mar 4		SS0062 Nobuyuki Tsujii / Count Basie Orchestra / Stravinsky & Brahms Apr 1 – 30 Closing: Feb 18	SRT052 Ghosts Apr 1 – May 1 Closing: Feb 11	SCT032-DIGEST To Be Announced TBA Closing: TBA		ES042 Sweat / Two Mile Hollow / Emerson String Quartet Dorrance Dance / The Nerd / Selling Kabul Apr 1 – Jun 24 Closing: Feb 11	
MAY 2022			SOP032 The Marriage of Figaro May 7 – 21 Closing: Mar 18	SS0072 Bells: Piano & Electronics / Verdi Requiem / Pride Pops May 3 – Jul 17 Closing: Mar 18	SRT072 Bruce May 27 – Jun 26 Closing: Apr 15		SWC042 Voices Rising May 14 – 22 Closing: Apr 1		SIF012 2022 SIFF Catalog May 2022 Closing: TBA SIF012 2022 SIFF Guide May 2022 Closing: TBA
JUN 2022	PMT072 Pretty Woman Jun 7 – 12 Closing: Apr 22	VT052-DIGEST Raisin Jun 9 – Aug 7 Closing: Apr 22				SCT042-DIGEST To Be Announced TBA Closing: TBA		ES052 The Bonesetter's Daughter / Peter and the Starcatcher Jun 8 – Aug 20 Closing: Apr 22	PQ042 Pride Quarterly Summer / Pride Guide 2022 Jun 1, 2022 Closing: Apr 22
JUL 2022									SFW2022 Seafair Weekend Magazine 2022 Jun 2022 Closing: TBA
AUG 2022	PMT082 Hamilton Aug 3 – Sep 11 Closing: Jun 17								
SEP 2022									

Legend 5,000 10,000 15,000 20,000 30,000 40,000 50,000 Special Issue

All performances, dates and quantities are subject to change.

Learn more at [encoremidiagroup.com](http://encoremidiagroup.com)

9/1/21

**encore**  
connecting arts, culture  
and community

# encore arts programs

## 2021/22 Standard Rates

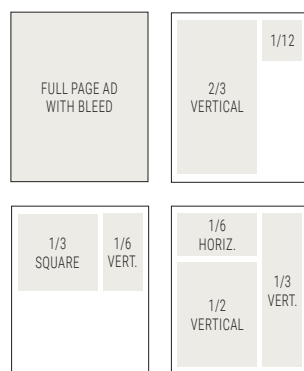
Print & Encore+ Rate Card #52									
	5,000	10,000	15,000	20,000	30,000	40,000	50,000	Special Issue	
Full Page + Enhanced Post	\$1,550	\$2,580	\$3,320	\$4,060	\$5,240	\$6,560	\$8,050	Subject to separate rates or issue limitations.	
Full Page + Billboard	\$1,450	\$2,480	\$3,220	\$3,960	\$5,140	\$6,460	\$7,750		
<i>Window Shade or Welcome Pop-up available for \$500 upgrade to any full-page ad (limited availability)</i>									
2/3 + Slider	\$1,233	\$2,108	\$2,737	\$3,366	\$4,369	\$5,491	\$6,588		
1/2 + Slider	\$1,088	\$1,860	\$2,415	\$2,970	\$3,855	\$4,854	\$5,813		
1/3	\$725	\$1,240	\$1,610	\$1,980	\$2,570	\$3,230	\$3,875		
1/4 (digest only)	\$580	\$992	\$1,288	\$1,584	\$2,056	\$2,584	\$3,100		
1/6	\$435	\$744	\$966	\$1,188	\$1,542	\$1,938	\$2,325		
1/12	\$290	\$496	\$644	\$792	\$1,028	\$1,292	\$1,550		

Actual circulation may vary. All rates listed are gross.

## Standard Ad Sizes

Standard ads may be submitted in PDF or alternate formats in the following sizes:

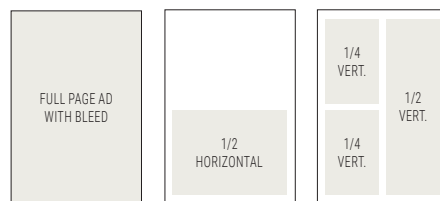
Measured in Inches, W x H	
Full page bleed	8.625 x 11.125
Full page trim	8.375 x 10.875
Full page live area	7.375 x 9.875
2/3 vertical	4.75 x 9.875
1/2 vertical	4.75 x 7.375
1/3 vertical	2.25 x 9.875
1/3 square	4.75 x 4.875
1/6 vertical	2.25 x 4.875
1/6 horizontal	4.75 x 2.375
1/12 square	2.25 x 2.375



## Digest Ad Sizes

Digest ads may be submitted in PDF or alternate formats in the following sizes:

Measured in Inches, W x H	
Full page bleed	5.625 x 8.625
Full page trim	5.375 x 8.375
Full page live area	4.625 x 7.625
1/2 horizontal	4.625 x 3.6875
1/2 vertical	2.1875 x 7.5
1/4 vertical	2.1875 x 3.6875



## 2021/22 Rates for DIGITAL ONLY PROGRAMS

Encore+ Digital Rate Card #52						
	5,000	10,000	15,000	20,000	30,000	40,000
Window Shade	\$1,000	\$1,300	\$1,600	\$1,900	\$2,500	\$3,100
Welcome Pop-up	\$1,000	\$1,300	\$1,600	\$1,900	\$2,500	\$3,100
Enhanced Post	\$600	\$900	\$1,200	\$1,500	\$2,100	\$2,700
Billboard	\$500	\$800	\$1,100	\$1,400	\$2,000	\$2,600
Slider	\$350	\$650	\$950	\$1,250	\$1,850	\$2,150

Actual circulation may vary. All rates listed are gross.

Guaranteed Position Premiums	
Back Cover	25%
Inside Front Cover	15%
Inside Back Cover	10%
Specific Page or Location	10%

Frequency Discounts	
6X	10%
12X	15%
18X	20%
24X	25%
30X	30%

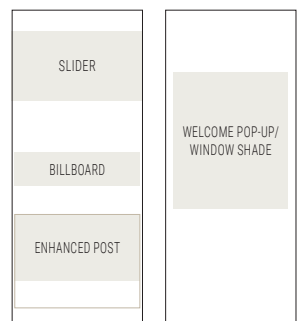
4-color, full-page insertions only.

Frequency discount is applied to total insertions in a 12-month period and is deducted from each qualifying insertion.

## Encore+ Ad Sizes

Encore+ ads may be submitted in PNG, GIF (static only) or JPG in the following sizes\*:

Measured in Pixels, W x H	
Enhanced Post	1160 x 652 + 300 words
Billboard	970 x 250
Slider	1048 x 590
Welcome Pop-Up	1048 x 1348
Window Shade	1048 x 1348



\*Dimensions optimized for retina devices. Ads will display at 50% of w/h.

## Sales

206.443.0445 x 112 • [adsales@encoremediagroup.com](mailto:adsales@encoremediagroup.com)

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connecting arts, culture  
and community

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