



SEASON MAGAZINE

RESERVE YOUR AD TODAY!!!

POPULAR MAGAZINE FORMAT & DIGITAL FORMAT
direct mail & distributed at over 250 events/performances

Lobby advertising is also available!

Over 20,000 visitors per season Aug 2026 – May 2027

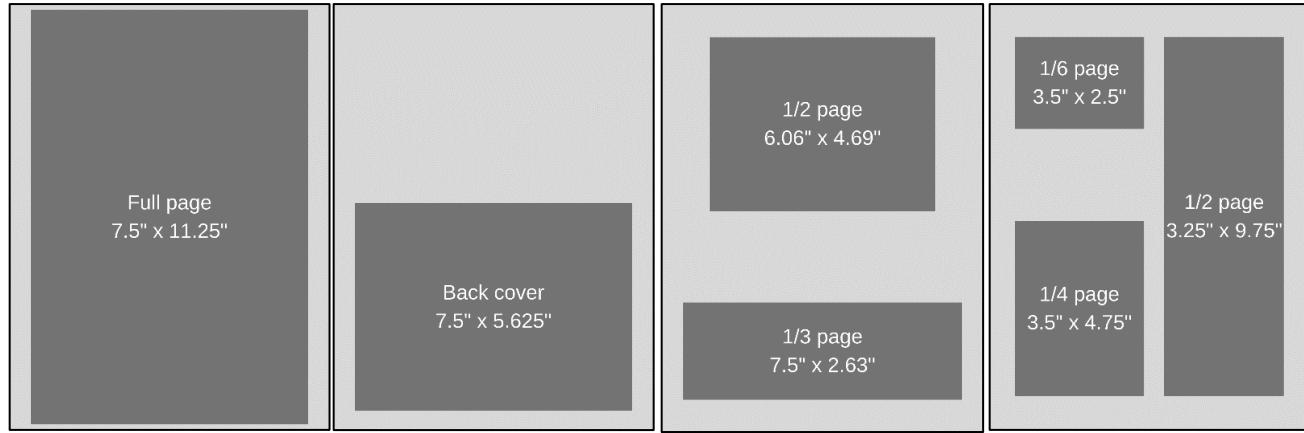
Inside Pages

<i>Size</i>	<i>Rate</i>	<i>Size</i>	<i>Rate</i>
Full Page	\$ 800	1/3 page	\$300
1/2 page (horizontal)	\$ 450	1/4 page	\$275
1/2 page (vertical)	\$ 450	1/6 page	\$250

Premium Page (only one available)

<i>Size</i>	<i>Rate</i>
Back Cover*	\$1000

Print Ad Dimensions



Lobby Digital Screen Ads: Rotating ads by term length

All ad slots are 15 seconds long. Required format: 16:9 JPG or PNG for images, 16:9 MP4 for videos (no audio)
Ad will show approximately every 5 minutes

<i>Type</i>	<i>Term</i>	<i>Rate</i>
Event-specific	Before, during, and after one event of your choice	\$250/event
Month-long	Ad runs continuously for one calendar month	\$500/month
Season	Ad runs continuously from August 2025 – May 2026 <i>Option to update ad once per month</i>	\$3000/season

Digital Program Ad – appear on digital programs created for every performance at the Hett

Premium Placement <i>600 x 300 pixels</i>	\$225
Full Size <i>600 x 300 pixels</i>	\$175
Thumbnail <i>Square, 600 pixels max width</i>	\$ 100



View samples of our
digital ads on your
mobile phone



2026-2027 Advertising Contract

Indicate your selections (X) below

Print	Lobby Digital Screen Ad	Digital Program Ad
Back Cover	\$1000	<input type="checkbox"/> Event-specific \$250
Full Page	\$ 800	<input type="checkbox"/> Month-long \$500
1/2 Page <i>vertical</i>	\$ 450	<input type="checkbox"/> Season \$3000
1/2 Page <i>horizontal</i>	\$ 450	
1/3 Page	\$ 300	
1/4 Page	\$ 275	
1/6 Page	\$ 250	

For event-specific or month-long digital screen ads, please list the event/month you'd like the ad to run:

Total due:

Name: _____ Company: _____

Address: _____

Phone: _____ Email: _____

Signature for contract: _____

PAYMENT METHOD

Make checks payable to **McKendree University**

All major credit cards accepted online at <https://bit.ly/hett-advertise> or scan QR code below

There is a 3.5% fee for credit card transactions

Please email your ad to Julia at jnhunt@mckendree.edu. All print ads must be received before May 1, 2026 for inclusion in our season magazine.

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Pay Online