

# Bankhead Theater Promotional Services

WORKING WITH YOU TO FILL EVERY SEAT IN THE HOUSE

## MARKETING & PROMOTIONAL OPPORTUNITIES

Livermore Valley Arts at the Bankhead Theater offers a number of opportunities at a low cost to help you promote your event and fill every seat in the house.

**56%**  
IDENTIFIES AS  
FEMALE 44% AS  
MALE

**78%**  
LIVE IN THE  
TRI-VALLEY

**41%**  
ARE BETWEEN  
THE AGES OF  
55-69

**91%**  
OWN THEIR  
HOME

**\$121,000**  
AVG.  
HOUSEHOLD  
INCOME

**30.2K**  
EMAIL  
SUBSCRIBERS

**8.4K**  
FACEBOOK  
FOLLOWERS

**3.3K**  
INSTAGRAM  
FOLLOWERS

## SERVICES

Print Services  
Digital Displays  
Digital Ads  
Digital Retargeting Ads  
Dedicated Promotional Emails  
Website Pop-ups  
Local Area Media Buying  
Posterizing & Distribution

## GET IN TOUCH

📞 925.583.2306  
📍 2400 First St. Livermore, CA 94550  
✉️ marketing@lvpac.org



## MARKETING PACKAGES

### BASIC PACKAGE (NO CHARGE):

- Event page, event calendar, event listing, and link to ticket package on website
- Listing on quarterly event listing brochure
- Feature in Round-Up eMail the Monday prior to the event
- Pre & Post show eMails to patrons

### DELUXE PACKAGE \$600 (\$375 FOR NON-PROFITS & RESIDENT COMPANIES)

All items in the Basic Package plus:

- Digital Panels in lobby and outside
- Digital Monitors in the lobby
- One dedicated promotional eMail subject to availability
- 10% off any additional marketing opportunities (excluding printing services)

## DIGITAL PROGRAM ADVERTISING

### Advertise in the Bankhead Theater Digital Program

The Bankhead Theater program is published digitally for every performance and distributed to audience members in advance of their event. With 500 seats in the theater, up to a dozen events each month, and a variety of shows that appeal to audiences from the Tri-Valley area and beyond, the Bankhead Theater program's circulation fits many marketing needs.

**Size: 600px X 600px + 50 word description placed next to or below the image**

**Rate: \$300/month**

2 spots available. Must be scheduled in advance. Subject to availability

## MARKETING ADD-ONS

ADD-ON	DESCRIPTION	RATE	SPECIFICATIONS
Design/Art	Need help designing an ad, a poster, a rack card? We're here to help. Our in-house graphic design team can create marketing pieces for your event.	\$50/hour (1 hour min)	
Digital Displays	Bright digital displays are mounted in the lobby (front panels and monitors above each entry door) and outdoors (along the walkway from the parking garage and next to the box office). Each display rotates approximately every five seconds with up to five panels on each display. After materials are received, panels will be put into rotation as space is available and will run for at least one month prior to the date of the event.	\$100/run	Vertical Display: 2160px wide X 3840px tall  Horizontal Display: 1920px wide X 1080px tall  all files should be submitted as jpg, jpeg, or png
Dedicated eMail	Promotional emails are designed and sent out through our email platform. Lists can be targeted to meet your budget. The full list is over 30k. A test email is sent prior to being deployed for proofing. Emails must be scheduled in advance and are subject to availability. Emails are not available on Mondays, Thursdays, and Saturdays. Content and images must be provided. Targeted emails have a minimum of 10,000 emails.	Full list: \$600  Targeted eMails: 15K - 19,999 = \$300 10K - 14,999 = \$200	Must be scheduled at least 2 weeks in advance and is subject to availability. If an email is scheduled inside of 2 weeks a \$50 rush fee will be added to the cost.
Website Pop-ups	Pop-ups advertising your event can be scheduled. They are limited to three day runs and you can schedule up to 2 runs. Pop-ups show up for all visitors to the website 4 seconds after they have visited our website and are showed the pop-up up to two times. Pop-ups must be scheduled in advance and are subject to availability.	\$25/day \$75/run	created in-house at no additional charge
Digital Remarketing Ads	Digital retargeting ads are available as a service through the Bankhead Theater's digital agency. Ads appear in online content and "target" people who have previously connected online with the Bankhead Theater.	\$125/week	1200px wide X 628px tall 1080px wide X 1080px tall, 1080px wide X 1920px tall all sizes need to be created and submitted as a jpg, jpeg, or png.
Poster & Distribution	Our in house marketing team can poster and distribute marketing materials in the Downtown Livermore core.	\$50/hour (2 hour min.)	Must be scheduled in advance and is subject to availability.

## PRINTING SERVICES

PIECE	SPECIFICATIONS & PRICE PER PIECE
<b>One Sheet</b>	8.5 X 11 Single Sided \$0.20 8.5 X 11 Double Sided \$0.25 8.5 X 11 Double Sided Tri-Fold \$0.35
<b>Rack Card/Post Cards</b>	4x6 rack card single sided \$0.15 4x6 rack card double sided \$0.20 4x9 rack card single sided \$0.20 4x9 rack card double sided \$0.25 5x7 postcard single sided \$0.20 5x7 postcard double sided \$0.25 6x9 postcard single sided \$0.30 6x9 postcard double sided \$0.35
<b>Booklets/Brochures</b>	5.5x8.5 booklets/brochures 4 pages \$0.25 5.5x8.5 booklets/brochures 8 pages \$0.50 5.5x8.5 booklets/brochures 12 pages \$0.75 5.5x8.5 booklets/brochures 16 pages \$1.00 5.5x8.5 booklets/brochures 20 pages \$1.25 5.5x8.5 booklets/brochures 32 pages \$2.00  8.5x11 booklets/brochures 4 pages \$1.25 8.5x11 booklets/brochures 8 pages \$1.50 8.5x11 booklets/brochures 12 pages \$1.75 8.5x11 booklets/brochures 16 pages \$2.00
<b>Large Format Printing (up to 54" wide)</b>	16x20 \$10.00 18x24 \$11.00 18x30 \$12.00 20x30 \$15.00 24x36 \$18.00 36x84 Banner \$80.00
<b>Posters</b>	11x17 \$1.00

Don't see your desired final print size? Send us a note at [marketing@lvpac.org](mailto:marketing@lvpac.org).

We are happy to work directly with you to see if we have the capabilities to print your needed materials in-house at The Bankhead, and to get you and your team any relevant and applicable price quotes.

All materials must be submitted in final, high-quality, print-ready PDF format at least 7 business days in advance. Projects submitted with less than 7 business days' notice will incur a 20% surcharge to the invoice.