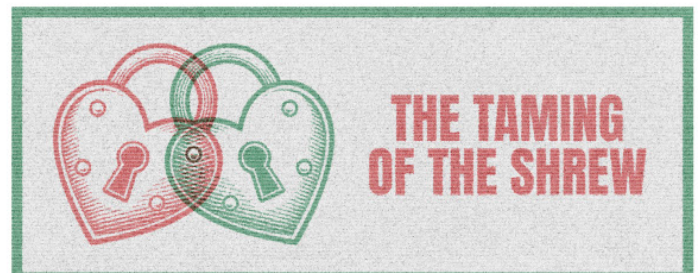
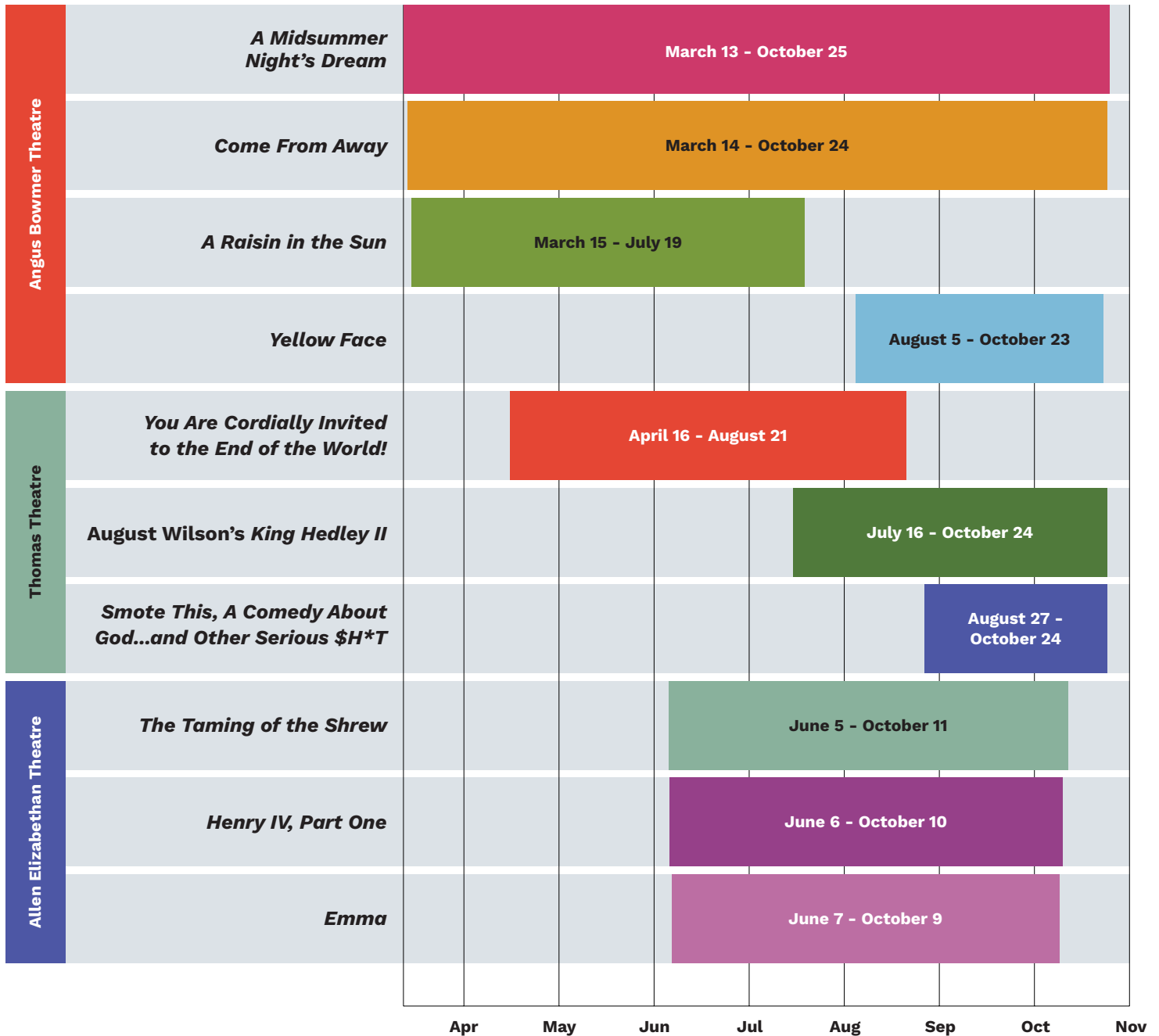


2026 ADVERTISING

OPPORTUNITIES • RATES • DEADLINES



2026 SEASON AT A GLANCE



ADVERTISING QUESTION?

Contact Eboni Lovell at ebonil@osfashland.org.

TO BECOME AN OSF BUSINESS ALLIANCE MEMBER

Contact fernandorb@osfashland.org or visit osfashland.org/osfba.

For play descriptions and more, go to osfashland.org/2026season.

15 South Pioneer Street • Ashland • OR • 97520 • osfashland.org

Sales Questions: Eboni Lovell • ebonil@osfashland.org

Billing Questions: Accounts Receivable • accountsreceivable@osfashland.org • 541.482.2111 ext. 4630 • FAX: 541.552.2706

2026 ADVERTISING SPECS AND DEADLINES

Join us for the Oregon Shakespeare Festival's 2026 season and put your business front and center with a range of options that fit every budget and need. From print publications to digital advertising, we've got you covered. **For rates, see our Advertising Contract on page 5.**



PRINT PLAYBILL

Our 2026 season will feature two Playbills—Spring (in theatres March 13–June 4) and Summer/Fall (June 5–October 25). Advertisers have the option of placing their ad in both Spring and Summer/Fall (all season), or just in Summer/Fall. Reach our audience with black-and-white ads in our Visitors' Guide section for lodging, dining, shopping, transportation, and more! Black-and-white ads range in size from 1/8 to full page. In addition, we offer full-page, full-color ads. Premium positions for color ads are available, though very limited.

Specs:
For ad dimensions, see chart below.

Deadline for contract & artwork:
Spring Playbill: December 19, 2025
Summer/Fall Playbill only: April 1, 2026

PRINT SEASON BROCHURE

Our annual Season Brochure is direct mailed to over 50,000 homes throughout the West Coast in early spring and is distributed across Oregon, Southern Washington, and Northern California visitor centers, airports, hotels, and more.

Specs:
Choose your category (Lodging, Dining, Shopping, etc.) for your classified ad at \$925 for 8 lines of copy, plus \$200 for each additional line. Each line is 35–38 characters, including spaces.

Deadline for contract & artwork:
November 1, 2025

(ACCOMMODATIONS PARTNERS ONLY) LODGING PARTNERS

Entice potential customers to book their stay with your hotel or B&B by building your own value-added "package" of lodging and OSF tickets. Market your "package" the way you want and truly make it your own. Includes a free Web Listing! See page 4 for details.

Deadline for contract & artwork:
November 18, 2025

DIGITAL EMAIL

Reach over 100,000 engaged subscribers with a coveted placement in an OSF Email Newsletter. Elevate your brand's visibility and connect directly with OSF patrons. Don't let this opportunity slip away—position your business at the forefront of inboxes everywhere. Reserve your prime placement now! Timing of placement will be at OSF's discretion, but we'll do our best to accommodate each advertising partner.

12 slots total, \$300 each; limit of one placement per business.

Specs:
1920 x 1080 px image (without text, please), plus a description of up to 75 words.

Deadline for contract & artwork:
We accept submissions throughout the year but require copy and image at least four weeks before the desired email date.

DIGITAL WEB LISTING

List your business under the widely viewed "Plan Your Visit" section of our website, which gets nearly 200,000 visitors annually. Showcase your business to visitors planning their OSF visits. *Special offer: Get a Web Listing for FREE with any other advertising purchase.*

Specs:
1920 x 1267 px image, plus a description of up to 75 words.

Deadline for contract & artwork:
We accept rolling submissions throughout the year.

DIGITAL SOCIAL MEDIA SPOTLIGHTS

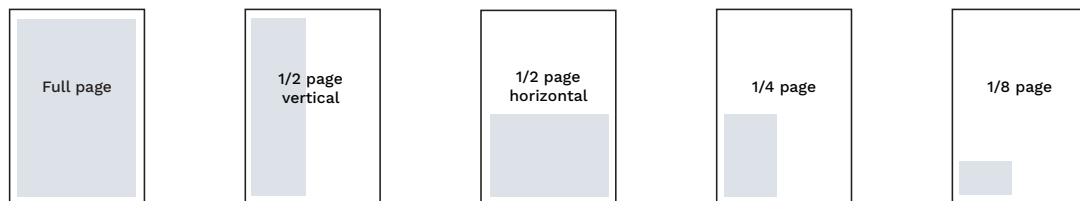
Our Social Media Spotlights offer you the chance to be featured on OSF's high-impact Instagram and Facebook pages. With just 12 coveted slots available, seize this opportunity to connect with a wider audience and amplify your brand's presence! Timing of placement will be at OSF's discretion, but we'll do our best to accommodate each advertising partner.

12 slots total, \$500 each; limit of one post per business

Specs:
A square image (1080 x 1080 px, without text, please), plus a description of up to 75 words.

Deadline for contract & artwork:
We accept submissions throughout the year but require copy and image at least four weeks before the desired postdate.

PLAYBILL AD DIMENSIONS



Ad Type/Size	Full Page	1/2 page vertical	1/2 page horizontal	1/4 page	1/8 page
B&W	4.75"w x 8.25"h	2.25"w x 8.25"h	4.75"w x 4"h	2.25"w x 4"h	2.25"w x 1.875"h
Full Color, Full Page	No bleed: 5"w x 8.5"h	Full page bleed: 5.5"w x 9"h, add .125" bleed on all four sides and keep live matter at least .25" from trim edge.			

LODGING PARTNER PROGRAM

- 1
- OSF’s goal is to partner with our community and lodging partners. The Lodging Partner (LP) program is designed to provide the best user experience and allow lodging partners to collaborate with OSF to create a special lodging/ticket package. It is not intended for use by individual guests not participating in the Lodging Partner program.
- 2
- The 2026 program has an annual fee of \$300 and runs from December 2, 2025, through October 25, 2026. Tickets must be purchased and used by October 25, 2026. For the 2026 season, there will be no day-of-week performance restrictions. However, discounted tickets are ONLY available for use in seating zones B and C.
- 3
- OSF agrees to provide Lodging Partners with special 20% off promo codes for guests to use for ticket purchases during the 2026 season. **This offer is only valid on B and C seating zones. The lodging partner agrees to communicate this with their guests. Patrons wishing to purchase A or A+ seats must pay full price.**

LODGING PARTNERS TICKET PRICES

20% discount on seating in B and C sections

ANGUS BOWMER & ALLEN ELIZABETHAN THEATRES

(A Midsummer Night’s Dream; Come From Away; A Raisin in the Sun; Yellow Face; The Taming of the Shrew; Henry IV, Part One; Emma)

Seating Zone	Previews	Tuesday & Sunday Evenings	Standard
A+	\$102	\$121	\$141
A	\$75	\$87	\$107
B	\$45	\$51	\$60
C	\$34	\$36	\$42

* A+ seating in Elizabethan and Bowmer Theatres only

THOMAS THEATRE

(You Are Cordially Invited to the End of the World!; August Wilson’s King Hedley II)

Seating Zone	Previews	Tuesday & Sunday Evenings	Standard
A	\$89	\$105	\$125
B	\$50	\$55	\$65
C	\$34	\$36	\$42

THOMAS THEATRE SOLO SHOW

(Smote This, A Comedy About God... and Other Serious \$H*T)

Seating Zone	Previews	Tuesday & Sunday Evenings	Standard
A	\$69	\$81	\$99
B	\$39	\$43	\$49
C	\$26	\$28	\$34

- 4
- OSF package tickets will be purchased by a Lodging Partner guest using a unique promo code issued to the LP. The guest will go to the OSF website, log in or create an account, and purchase tickets using the promo code. This will ensure the correct discount is applied to the ticket order. OSF will not reserve block seats for lodging partners. It is the responsibility of the LP Guest to accurately determine availability of OSF seats prior to purchasing lodging/ticket package from the LP. Neither OSF nor LP will be held liable for seating availability.
- 5
- Each Lodging Partner will also receive a free Web Listing ad on OSF’s website.
- 6
- OSF may publicize the program through its own e-marketing campaigns, as well as in press releases, cross-promotion across the web platform, and possible social media campaigns.
- 7
- LP will promote and market their own packages as they see fit. OSF requests that LP not give out the promo code until after the guest has confirmed their lodging. OSF reserves the right to review language describing the Festival and any plays to ensure accuracy and proper OSF branding.
- 8
- OSF reserves the right to mark guests using the LP promo code as package participants in its database for future marketing campaigns.
- 9
- OSF may provide some print collateral for guest gift packages as requested, which might include Season Brochure or other items.
- 10
- LP Guests will be given complimentary “Ticket Insurance” according to the Ticket Insurance rules stated on the OSF website.
- 11
- OSF Box Office staff will be available during Box Office hours to assist guests as needed. If there are any problems with tickets, please direct guests to call the Box Office, 800-219-8161.

OSF 2026 ADVERTISING CONTRACT



Business Name _____
 Contact Name _____
 Email _____

Address _____
 City, State, Zip _____
 Phone _____

PRINT ADVERTISING

Season Brochure (see deadline on page 3)

Distributed all season

- ☐ Eight lines of copy @ \$925 (Each line is 38 characters max including spaces.) \$ _____
☐ Additional number of lines: _____ @ \$200 / line \$ _____

Playbill (see deadlines & ad dimensions on page 3)

Publication dates: Spring/Summer/Fall: March 13–October 25; Summer/Fall only: June 5–October 25

- ☐ Spring/Summer/Fall ☐ Summer/Fall ONLY

PREMIUM PLACEMENT (full page, full color, both volumes only; choose one)
 (limited via availability – contact Eboni Lovell at ebonil@osfashland.org to secure a place on the waitlist)

Spring/
Summer/
Fall

Summer/
Fall ONLY

- ☐ Inside Front Cover ☐ Page 1 ☐ Inside Back Cover ☐ Back Cover ☐ \$7,500 ☐ N/A

RUN-OF-BOOK PLACEMENT:

- ☐ Full page color (run-of-book placement) ☐ \$5,200 ☐ \$3,950

B/W VISITORS' GUIDE SECTION:

- ☐ Full page B/W ☐ \$4,200 ☐ \$3,200
☐ 1/2 page vertical B/W ☐ \$2,600 ☐ \$1,900
☐ 1/2 page horizontal B/W ☐ \$2,100 ☐ \$1,900
☐ 1/4 page B/W ☐ \$1,100 ☐ \$800
☐ 1/8 page B/W ☐ \$550 ☐ \$400

DIGITAL ADVERTISING

Website / Mobile

- ☐ Web Listing ONLY (free with any other advertising purchase) \$250
☐ Additional Web categories _____ @ \$75 / category \$ _____

Email

- ☐ Email (First come, first served; 12 spots available. Limit one placement per business) \$300

Social Media Spotlight

- ☐ Social Media Spotlight Feature
 (First come, first served; 12 spots available. Limit one post per business) \$500

LODGING PARTNERS PROGRAM (see page 4)

- ☐ Lodging Partners Program \$300
☐ Group Friendly Designation \$50

GROUP SALES BROCHURE 2027 EARLY SIGN UP

Get ahead on 2027 advertising by reserving your spot for the 2027 Group Sales Brochure. It is sent in summer 2026 and is the first touch point for the upcoming season. The cost is \$1,000 to be billed in June of 2026. Check this line to reserve your spot early.

- ☐ Group Sales Brochure 2027 \$1,000

Signature: _____

Title: _____ Date: _____

\$ _____

\$ _____

Season Brochure Total

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

Playbill Total

\$ _____

\$ _____

Email Total

\$ _____

Social Media Spotlight Total

\$ _____

Lodging Partners Total

\$ _____

Total Amount

\$ _____

Business Alliance Discount

\$ _____

Amount Due

ADVERTISING AGREEMENT

This is an Agreement between the OREGON SHAKESPEARE FESTIVAL (OSF) and Advertiser whereby OSF agrees to carry an advertisement in its 2026 print publication(s) and/or on the OSF website and/or in other digital properties under the following terms and conditions:

- 1** OSF must approve all ads before publication.
- 2** Advertiser must complete, sign, initial, and return one copy of this Agreement prior to contract deadline.
- 3** Payment in full is due 30 days after OSF receives your signed contract.
- 4** Until a credit relationship is established, new advertisers are required to pay 100% of ad cost by the ad materials deadline.
- 5** Any amount unpaid post 30 days after contract receipt shall bear interest at the rate of \$10 for each month it is outstanding.
- 6** The failure of OSF to demand strict performance of any of the terms of this Agreement shall not be construed as a continuing waiver or relinquishment thereof, and OSF may, at any time, demand strict and complete performance by the Advertiser of said terms.
- 7** These understandings comprise all the terms of the contract between the parties. No agreement or arrangements shall be binding on either party unless agreed to in writing.

Season Brochure and Web: OSF will send advertiser an ad proof. Advertiser must approve and return proof to OSF in a timely manner to ensure inclusion. OSF will not be responsible for errors in the Season Brochure or on the Website if advertiser fails to return ad proof.

Playbill: The camera-ready ad submitted will be printed as is. OSF will not make changes to artwork and will not send proofs.

Emails: Priority is given on first-received basis. The ad submitted will be deployed as is.

Lodging Partner designation is restricted to lodging properties only. Please see additional Lodging Partner agreements on page 4.

OSF Business Alliance members, receive a 10% discount on advertising. To learn more about becoming an OSFBA member, contact Fernando Ramirez-Barrett at fernandorb@osfashland.org

By initialing here, you agree to these terms of use. _____

*Note: Payment is due 30 days after OSF receives your signed contract.

15 South Pioneer Street · Ashland · OR · 97520 · osfashland.org

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541.482.2111 ext. 4630 · FAX: 541.552-2706