



3535 Main Street
Houston, Texas 77002
713. 520.0055 Phone

FOUNDER

The Late George W. Hawkins

IN MEMORIAM 1932-2015

Audrey Lawson, President Emeritus

BOARD OFFICERS

Argentina M. James, Chair

Alaina Benford, Board President

Vernon Landers, VP of Operations

Muriel Funches, VP of Programs

Tony Black, Interim Treasurer

M. Kaye DeWalt, General Counsel

Rev. DeFarris Gooden, Chaplain

ADMINISTRATION

Janette L. Cosley, Exec. Director

Eileen J. Morris, Artistic Director

40th Anniversary Season

Congratulatory Playbill Advertisements Available

The Ensemble Theatre 2016-2017 Season



Dear Community Partner:

You are invited to join The Ensemble Theatre as a Playbill advertiser as we kick off our upcoming 40th anniversary season celebration!

Our forty years of service to the community through the arts touches lives across age, economic, and ethnic lines to draw a diverse audience to which your ad will be exposed. Approximately 79% of our audience is between the ages of 25-64 and 49% have a household income of 75K and above.

As a dedicated community supporter, we are sure you will want to take advantage

of the brand recognition your ad would receive in The Ensemble Theatre's Season playbills. Our playbills are distributed to more than 65,000 discerning patrons throughout each season and are used as promotional materials, educational supplements, and historical records in our endeavors to increase our community presence throughout the Greater Houston area and beyond.

Deadline:

Full Season Ads – Monday, August 1, 2016

The Ensemble Theatre was founded in 1976 by the late George Hawkins to preserve African American artistic expression and to enlighten, entertain, and enrich a diverse community. Over three decades later, the theatre has evolved from a touring company operating from the trunk of Mr. Hawkins' car to being one of Houston's finest historical cultural institutions.

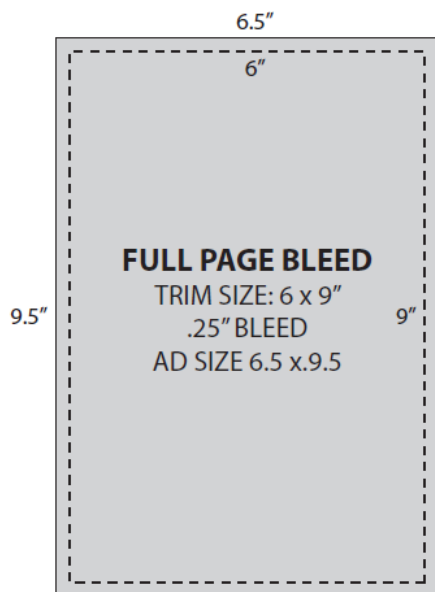
The Ensemble is one of a few professional theatres in the region dedicated to the production of works portraying the African American experience. The oldest and largest professional African American theatre in the Southwest, it holds the distinction of being one of the nation's largest African American theatres owning and operating its facility and producing in-house. The late Board President Emeritus Audrey Lawson led the capital campaign for The Ensemble's \$4.5 million building renovations that concluded in 1997. The Ensemble Theatre has fulfilled and surpassed the vision of its founder and continues to expand and create innovative programs to bring African American theatre to a myriad of audiences.

Thank you,

Robert Ross
Public Relations Manager
rross@ensemblehouston.com

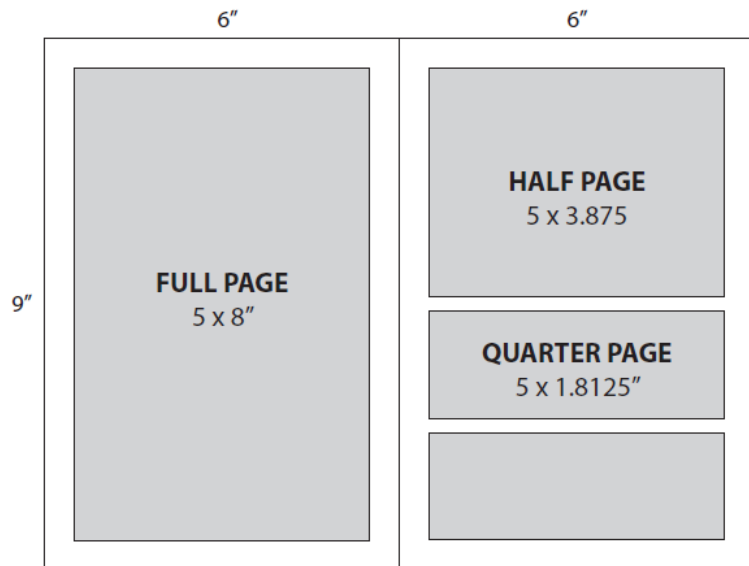
ADVERTISE WITH US!

The Ensemble Theatre playbill ads are a great way to promote business or acknowledge your special occasion. Ads may be purchased to run for the full season or they may be purchased to run for the duration of one specific show.



INSIDE FRONT COVER, INSIDE BACK COVER and BACK COVER

- Only three pages that can be full bleed
- Only three pages that can be in full color or black and white.



INSIDE PAGES

- Three ad sizes to choose from
- No bleed. All ads have a .5\" white margin.
- Ads must be in grayscale.

For details, please call
713-520-0055



3535 Main Street
Houston, Texas 77002

Box Office: 713-520-0055
www.EnsembleHouston.com

Advertising Fact Sheet

The Ensemble Theatre
3535 Main St. Houston, TX 77002
713-520-0055 Main
713-520-1256 Fax
www.EnsembleHouston.com

We hope our fact sheet demonstrates the diverse opportunities for your business to gain exposure by advertising in our Playbills.

- The Ensemble Theatre brings over 65,000 discerning patrons to Houston's Midtown area each year.
- Approximately 8% of our patrons are traveling over 50 miles outside of the Greater Houston area.
- More than 60 different professional and social organizations, churches, and colleges and universities choose us when planning their cultural enrichment activities.

Income:

49% 75K and Above
20% 56K-74K
10% 46K-55K
11% 36K-45K
7% 26k-35K
4% 10K-25K

Ethnicity:

81% African American
11% Caucasian
2% Asian American/
Pacific Islander
2% Latino/ Hispanic
4% Other (Multi-Ethnicity)

Gender:

67% Female
33% Male

Age Group:

12% 65 and Over
41% 50-64
38% 25-49
6% 19-24
3% Under 18



The Ensemble Theatre invites you to join us as a playbill advertiser.

Playbill ads are a great way to promote business or acknowledge your special occasion or honor your loved one who loves the arts.

Business • Special Occasions • In Memoriam

Exposure to over 65,000 discerning audience members and surrounding communities

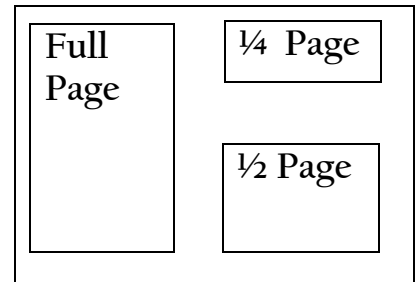
Full-Season Ads will run in all playbills for the entire 2016-2017 Season, September 2016 – July 2017. There is also the option of placing a Single-Show Ad to run in the playbill of the one show you select.

Deadline: Full Season Ads – Monday, August 1, 2016

Ads are printed in color or black & white and available in the sizes listed below:
(the option to run an ad for one show instead of the full season is available)

Ad Size and Prices:

¼ page	(\$250 one show)	\$850.00	5 x 1.8125"
½ page	(\$275 one show)	\$1000.00	4 x 3.875"
Full-page	(\$300 one show)	\$1500.00	5 x 8"
Inside Front Cover		\$2000.00	5 x 8"
Inside Back Cover		\$2000.00	5 x 8"
Outside Back Cover		\$3000.00	5 x 8"



Name _____

Address _____ City _____ State _____ Zip _____

Phone Day _____ Evening _____ Fax _____

*Authorized signature _____

Ad Size Selected _____

Payment options (circle one): AMEX VISA MC DISCOVER CHECK# _____

Account #: _____ Expiration Date _____

Print name as it appears on the card _____

Contact:

Janette Cosley, Executive Director
713-807-4311

jcosley@ensemblehouston.com

Contact:

Robert Ross, Public Relations Manager
713-807-4306

rross@ensemblehouston.com