



Theatre Alberta's Playbill 2012/2013 Theatre Season Print – Online – Mobile

Theatre Alberta's Playbill is the only resource available in Alberta listing professional, community, and post-secondary theatre productions together in a month-by-month format.



Poster

Minimum print run of **3500** copies! The poster is distributed around the province to theatres, arts organizations, schools, libraries, hotels, tourist boards, entertainment reporters and individuals.

Here is an example of how we list productions:

Sept 30 - Oct 9 • **Chalked**

Prime Stock Theatre, Red Deer

 **Albertan** and  **Canadian** productions are highlighted with special icons.

Online and Mobile

Your season will also be listed on our online [Playbill](#) and [web-app](#) for mobile phones and tablets. Users can search for productions by month, by region, by theatre classification and/or by theatre company. Users can also search for weekly improv or for school tours.

Online production listings include links to theatre company websites and box office information, as well as links to Google Maps – so audiences can use their smart phones or desktops to find directions to the theatre venue.

New features for 2012/2013 will include playwrights, descriptors for production genres, and a listing feature for theatre festival productions (for festivals that program 30 shows or less).

Advertising

Free of charge as a benefit of group membership with Theatre Alberta (group membership must be valid through to the closing date of your final season production)

Rates for non-members: \$25.00 per listing (including GST)

(There is no charge to list your theatre company information on the sidebar of the poster)

Deadline for submission is July 3, 2012 at noon

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