

## YOU CAN ADVERTISE YOUR BUSINESS AND SUPPORT HIGHWOOD AT THE SAME TIME

### WHAT YOU GET:

#### Your ad in our digital playbills:

- Digital playbills are **distributed electronically to all ticket purchasers** for Highwood performances, **AND** are **posted on our website for a year** following each performance
- Your ad will be **seen by our over 67,587 website visitors** (and counting)
- Digital ads can be **interactive** - you can embed graphics, videos, and hyperlinks **directly to your business website**
- Viewers can easily **forward your ad to their friends on their mobile devices**
- Digital ads, based on screen size, are effectively **larger** than ads in a 5 ½ x 8 ½ inch paper program

#### AND in our paper playbills:

- Our paper programs, **handed out to each patron who attends** a performance at Highwood **or at one of our partner schools**, feature **all of the ads in our digital playbills**
- Your ad can include a **coupon for Highwood patrons as an incentive to visit your business**
- **Your business will stand out** - our concise paper playbills are only 2-3 pages



- ❑ **Over 19,069 patrons** attend shows at Highwood or at one of our **37 partner schools**, and **over 67,587 patrons** view our website annually.
- ❑ **Highwood students, parents, professionals and patrons** live throughout the DC metro area. They will patronize businesses that support Highwood.
- ❑ All advertisers are listed on ***The Highwood Theatre's Wall of Supporters***, displayed in our lobby at every performance, and on our website.

### WHAT YOU'RE SUPPORTING

The Highwood Theatre is a community of students and adults of all ages and experience levels. We believe that anyone can do theatre, and everyone deserves a theatre experience. Whether in our Students' Theatre productions and classes, our professional programs, or our extensive programs in local schools, we value everyone's contributions and bring each individual into the creative process.

**Our affordable ticket prices and participant fees do not cover the cost of our programs, so we need your help to reach more students and adults this year.**

THE HIGHWOOD THEATRE  
914 Silver Spring Avenue  
Silver Spring, MD 20910

22101

MAILING ADDRESS  
1434 Highwood Drive  
McLean, VA

