



Gamut Theatre Group, the combined company of Harrisburg Shakespeare Company and Popcorn Hat Players has been operating in Harrisburg for 29 years. The non profit theatre is composed of professional actors from across the country.

Gamut Theatre’s many entertainment and educational programs reach thousands of people across Central Pennsylvania each year. Its audience is diverse, ranging from families and young children attending Popcorn Hat shows to students and professionals at Select Medical Mainstage performances. Free Shakespeare in the Park has become a favorite event for the region as it is the only free annual outdoor theatre performance in the area.

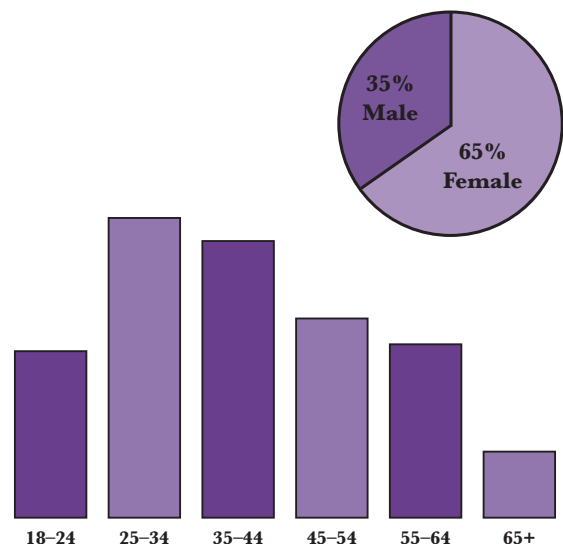
Advertising with Gamut Theatre Group is a great way to reach a diverse audience and promote your brand to new demographics.



Gamut’s audience members come primarily from Dauphin, Cumberland, Lancaster, and York Counties although Harrisburg Shakespeare Company performances draw regional theatre-goers from cities such as Washington D.C., New York, and Baltimore.

Productions appeal to all ages and background, however, generally the majority of audience members are females ages 25-54 from the suburbs of Harrisburg.

According to Google Analytics, people interested in Gamut Theatre Group are also interested in entertainment, food & travel, music, and are news junkies and avid readers.



# 2021-2022 SELECT MEDICAL MAINSTAGE SEASON

## *Alice's Adventures in Wonderland and Through the Looking Glass*

Gamut Signature Fall Play  
Adapted by Sean Adams  
November 6 - 28, 2021  
11 performances  
**Potential Audience of 2,500**

## *Echoes of Voices of the Eighth*

Winter Partnership Production with  
Sankofa African American Theatre Company  
By Sharia Benn  
February 11 - 20, 2022  
6 performances  
**Potential Audience of 1,200**

## *Orlando*

Gamut Spring Showcase  
By Virginia Woolf  
Adapted by Sarah Ruhl  
March 12 - 27, 2022  
8 performances  
**Potential Audience of 1,800**

## *Panchatantra Tales*

Gamut's Young Acting Company Production in  
partnership with Rasika School of Indian Dance  
By Sean Adams  
April 8 - 10, 2022  
4 performances - **Potential Audience of 800**

## **The 29<sup>th</sup> Annual Free Shakespeare in the Park:**

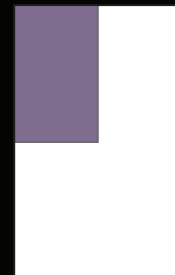
*The Winter's Tale*  
June 3 - 18, 2022  
10 performances  
**Potential Audience of 8,000**



**FULL PAGE**  
(7.75" x 4.75")



**HALF PAGE**  
(3.75" x 4.75")



**QUARTER PAGE**  
(3.75" x 2.25")



**EIGHTH PAGE**  
(1.875" x 2.25")

## PROGRAM AD RATES

### **Full Season**

Full Page \$1200  
Half Page \$600  
Quarter Page \$400

### **Single Show**

Full Page \$600  
Half Page \$450  
Quarter Page \$200

## SMALL BUSINESS DISCOUNTED RATES

### **Full Season**

Full Page \$950  
Half Page \$450  
Quarter Page \$200

### **Single Show**

Full Page \$475  
Half Page \$350  
Quarter Page \$150

## CONTACT

**Carolina Nicholson**  
**PR Manager**  
**PR.Gamut@gmail.com**  
**717-238-4111**

# Advertise with Gamut Theatre Group

Season Program Ad Deadline:  
October 15, 2021

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

## Full Season Advertisements

\_\_\_\_\_ \$1,200 Full Page

\_\_\_\_\_ \$600 Half Page

\_\_\_\_\_ \$400 Quarter Page

## Small Business

\_\_\_\_\_ \$950 Full Page

\_\_\_\_\_ \$450 Half Page

\_\_\_\_\_ \$200 Quarter Page

## Payment

\_\_\_ Check (made payable to Gamut Theatre Group)

\_\_\_ Cash

\_\_\_ Credit

\_\_\_ 30-Day Invoice    Address for invoice: \_\_\_\_\_

\_\_\_ Pay in installments (must be discussed)

Signature: \_\_\_\_\_

## Single Show Advertisement

\_\_\_\_\_ \$600 Full Page

\_\_\_\_\_ \$450 Half Page

\_\_\_\_\_ \$200 Quarter Page

\_\_\_\_\_ \$150 Eighth Page

## Small Business

\_\_\_\_\_ \$475 Full Page

\_\_\_\_\_ \$350 Half Page

\_\_\_\_\_ \$150 Quarter Page

\_\_\_\_\_ \$100 Eighth Page

Please return completed contract with payment to Gamut Theatre Group at 15 North Fourth Street, Harrisburg, PA 17101.

Ads can be submitted electronically in high-resolution jpg format to Carolina Nicholson at pr.gamut@gmail.com. In some cases we may be able to create an ad for your business.

Credit cards can be processed over the phone at (717) 238-4111. Payment must be received before the program is printed. All programs are in black & white unless otherwise stated. Gamut Theatre Group reserves the right to refuse an ad based on offensive or inappropriate content.