

# Advertise In The Alleyway Playbill



**Alleyway Theatre** is a non-profit organization founded in September 1980 by Neal Radice. The company is dedicated to the development and production of new plays and musicals, and makes its home in a beautifully renovated former bus depot in the heart of Buffalo, New York's historic Theatre District. The company offers seasons of diverse, live stage plays and musicals in its 99 seat convertible theatre and 70 seat cabaret.

Because Alleyway focuses on presenting new plays and musicals, its audience tends to be upscale, well-educated and affluent. Advertising in the Alleyway playbill puts your message directly in the hands of 4,000 to 7,000 theatre-goers and helps keep the arts alive in Western New York. Visit us online at [alleyway.com](http://alleyway.com) or call (716) 852-2600.

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## 2019-20 Season Schedule

**NAVIGATORS** by Gordon Farrell (World Premiere Play)  
September 12 - October 5

**MY LIFE IN THE BASEMENT** by and starring Buffalo's own John "Circ" Kane  
November 8 -16

**GOLDEN GIRLS: The Lost Episodes, Holiday Edition** by David Cerda  
December 5 - 28

**A CHRISTMAS CAROL** (37th Annual Holiday Presentation)  
Charles Dickens' classic adapted & directed by Neal Radice  
December 6 - 22

**FACTORY FOR MURDERERS** by Scott McCrea (World Premiere Play)  
January 16 - February 8

**SCOTCH AND MADNESS** by Tatiana Gelfand and Paul Jensen (World Premiere Play)  
February 20 - March 14

**BUFFALO QUICKIES**  
28th Annual One-Act Celebration of One Act plays  
March 26 - April 18

**IMAGINE THE WORLD MADE OVER...** (World Premiere Musical Revue)  
*forty years of words and music by Neal Radice*  
April 23 - May 16

## Alleyway Theatre 2019-2020 Season Advertising

(Please Circle Your Desired Size Ad)

<b>Back Cover:</b> Color, Glossy (4 1/2" x 7 1/2")	\$1,200
<b>Full Page Inside Cover:</b> Color, Glossy (4 1/2" x 7 1/2")	\$800
<b>Full Page:</b> B&W (4 1/2" x 7 1/2")	\$600
<b>Half Page:</b> B&W (4 1/2" x 3 3/4")	\$400
<b>Quarter Page:</b> B&W (1 3/4" x 4 1/2")	\$350

Full payment is due at contract signing

**Copy due date: August 31<sup>st</sup> 2019**

Advertiser must submit clean, print ready copy. No proofs are furnished and ads will be repeated in subsequent playbills unless copy changes are received ten days in advance of show opening dates.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name (please print) \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

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City/State/Zip \_\_\_\_\_

Return with check made payable to:

**Alleyway Theatre**

1 Curtain Up Alley

Buffalo, NY 14202

***Thank you for your support of live theatre in WNY!***