



Oregon Children's Theatre

# PLAYBILL ADVERTISING 2024-2025



**RESERVE YOUR AD SPACE TODAY!**

Contact Courtney Powell, Director of Marketing & Patron Experience  
courtney@octc.org | (971) 358-6545 | octc.org

# Advertise with Oregon Children's Theatre!



Gain valuable exposure for your business to thousands of potential customers! When you purchase an ad placement in an Oregon Children's Theatre playbill you'll share your messaging with local families while providing invaluable financial resources, **allowing us to continue producing exceptional shows and creating learning opportunities for families and children.**

## Who are OCT families?

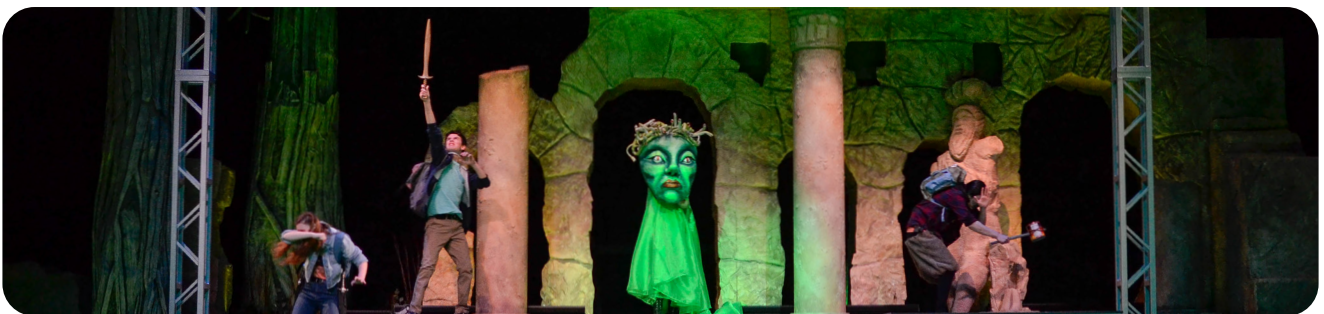
OCT's primary audiences for Mainstage productions are highly-educated mothers, ages 35–54, with children between the ages of 3 and 12 years old.

## How many people will see your message?

OCT serves thousands of families each season; during our 2023-2024 season OCT entertained over 20,000 parents and their children across three productions.

## Be a part of our community!

In addition to advertising, OCT offers business sponsorships for as low as \$1,500 per production. If you are interested in a sponsorship visit our website for more information: [octc.org/corporate-giving](http://octc.org/corporate-giving)



## Questions?

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*Oregon Children's Theatre is Oregon's largest nonprofit professional theater for young audiences and a resident company of Portland's Centers for the Arts. As a 501(c)(3) nonprofit organization, all OCT programming, including productions and education programs, are possible through donations and sponsorships.*

## About *Cat Kid Comic Club: The Musical* November 1–17, 2024 • Newmark Theatre

*Cat Kid Comic Club: the Musical* is based on the best-selling children’s book *Cat Kid Comic Club* series by Dav Pilkey. Produced by TheaterWorksUSA, one of the largest youth-serving theatre companies in America, *Cat Kid: the Musical* is a spin-off of the wildly successful *Dog Man*.

OCT presented *Dog Man: the Musical* in January 2022 and it quickly became one of OCT’s best-selling productions in its 35+ year history: across 18 public performances, *Dog Man* entertained over 13,000 people. Additionally, over 10,000 school children attended field trip performances.

For *Cat Kid Comic Club: the Musical*, we are anticipating audiences between **7,500 and 10,000 individuals**, representing between **4,000 and 5,000 local families**.



### Ad Placements & Costs

(see diagrams below)

FULL PAGE	\$550	7.75" x 10.25"
HALF PAGE	\$280	7.75" x 5"
1/3 SQUARE	\$185	5" x 5"
1/4 PAGE	\$150	3.75" x 5"
1/6 PAGE	\$100	2.5" x 5"

✓ **Need help designing your ad?**  
We're can provide graphic design support at no additional cost!

✓ **Email a press-ready 300 DPI file**  
(.jpg, .tif, or .pdf format with all fonts & graphics embedded) to [courtney@octc.org](mailto:courtney@octc.org).

**Artwork is due no later than  
October 10, 2024.**



## Book today!

Contact Courtney Powell for booking & more information: [courtney@octc.org](mailto:courtney@octc.org) • (971) 358-6545

Thank  
you!



Oregon Children's Theatre

octc.org | (503) 228-9571

