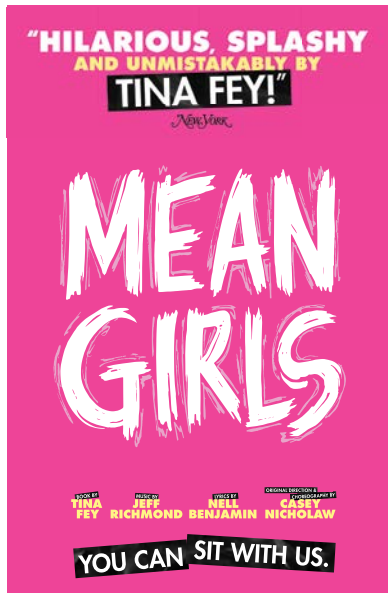




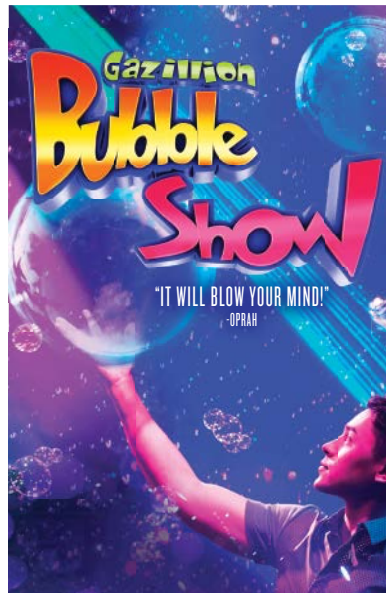
MIRVISH PROGRAMME GUIDE

UPCOMING SHOWS

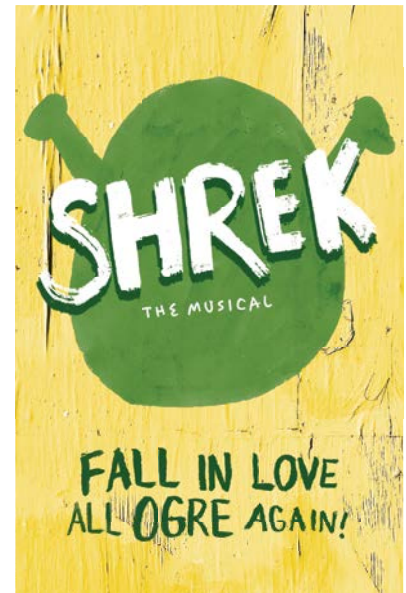
UPCOMING SHOWS



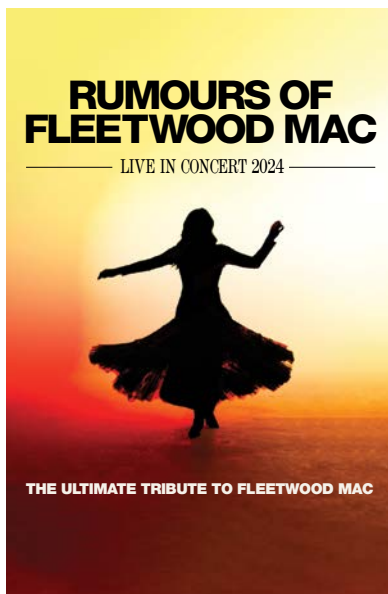
July 30-August 25, 2024
Royal Alexandra Theatre



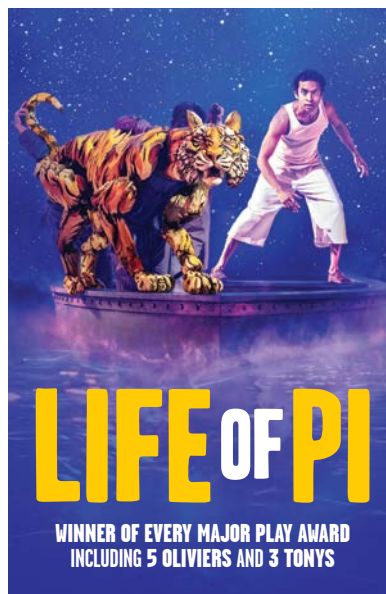
August 1-September 1, 2024
CAA Theatre



August 6-18, 2024
Princess of Wales Theatre



August 20-25, 2024
Princess of Wales Theatre



September 3-October 6, 2024
CAA Ed Mirvish Theatre

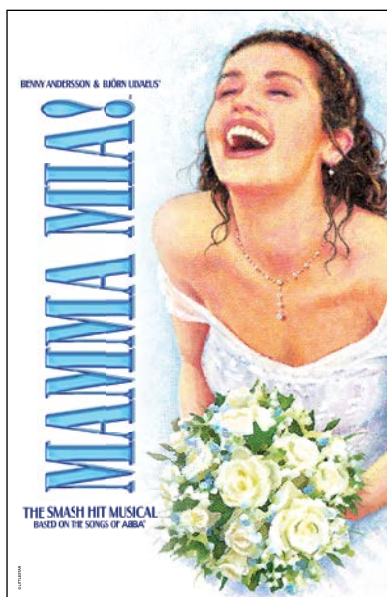


September 22, 2024-February 12, 2025
Royal Alexandra Theatre

UPCOMING SHOWS



September 27-October 20, 2024
CAA Theatre



October 8-November 10, 2024
CAA Ed Mirvish Theatre



November 2, 2024-January 31, 2025
Princess of Wales Theatre



November 19-24, 2024
CAA Theatre

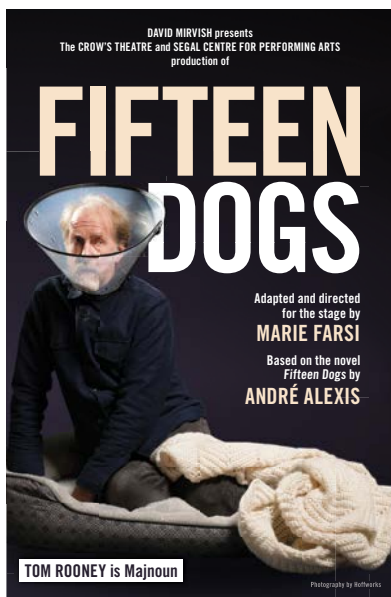


November 19, 2024-January 12, 2025
CAA Ed Mirvish Theatre



December 5, 2024-January 12, 2025
CAA Theatre

UPCOMING SHOWS



January 25-February 16, 2025
CAA Theatre



January 28-March 16, 2025
CAA Ed Mirvish Theatre



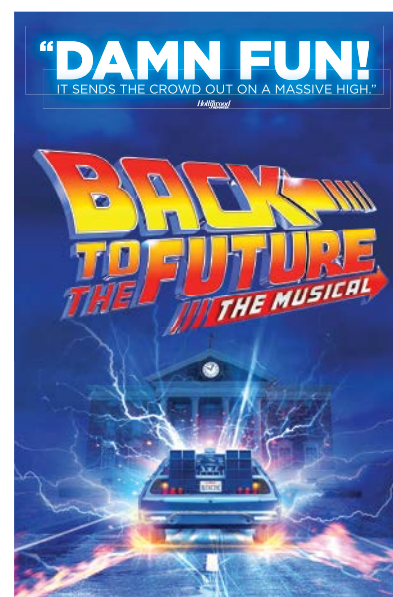
April 16-May 4, 2025
CAA Ed Mirvish Theatre



June 3-July 17, 2025
CAA Ed Mirvish Theatre



July 15-August 24, 2025
Royal Alexandra Theatre



July 22-August 31, 2025
CAA Ed Mirvish Theatre

RATES & DATES

PRODUCTION	THEATRE	DATES	CIRCULATION	HALF PAGE RATES	FULL PAGE RATES	OUTSIDE BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	MATERIAL DEADLINE
Mean Girls	RAT	July 30- August 25, 2024	40,000	\$2,000	\$3,200	\$4,480	\$4,000	\$3,680	July 12
Gazillion Bubble Show	CAAT	August 1- September 1, 2024	25,000	\$1,250	\$2,000	\$2,800	\$2,500	\$2,300	July 15
Shrek: The Musical	POW	August 6-18, 2024	30,000	\$1,500	\$2,400	\$3,360	\$3,000	\$2,760	July 17
Rumours of Fleetwood Mac	POW	August 20-25, 2024	15,000	\$750	\$1,200	\$1,680	\$1,500	\$1,380	August 4
Life of Pi	CAA EMT	September 3- October 6, 2024	80,000	\$4,000	\$6,400	\$8,960	\$8,000	\$7,360	August 14
Come From Away (Run 1)	RAT	September 22- December 3, 2024	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	September 4
The Thanksgiving Play	CAAT	September 27- October 20, 2024	15,000	\$750	\$1,200	\$1,680	\$1,500	\$1,380	September 11
Mamma Mia!	CAA EMT	October 8- November 10, 2024	80,000	\$4,000	\$6,400	\$8,960	\$8,000	\$7,360	September 19
The Lion King (Run 1)	POW	November 2- December 16, 2024	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	October 16
Oh Christmas Tea	CAAT	November 19-24, 2024	5,500	\$275	\$440	\$616	\$550	\$506	November 1
Moulin Rouge	CAA EMT	November 19, 2024- January 12, 2025	115,000	\$5,750	\$9,200	\$12,880	\$11,500	\$10,580	November 1
Come From Away (Run 2)	RAT	December 4, 2024- February 12, 2025	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	November 15
Titanique The Musical	CAAT	December 5, 2024- January 12, 2025	25,000	\$1,250	\$2,000	\$2,800	\$2,500	\$2,300	November 15
The Lion King (Run 2)	POW	December 17, 2024- January 31, 2025	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	November 29
Fifteen Dogs	CAAT	January 25- February 16, 2025	15,000	\$750	\$1,200	\$1,680	\$1,500	\$1,380	January 8
Just For One Day	CAA EMT	January 28- March 16, 2025	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	January 10
Life After	CAA EMT	April 16-May 4, 2025	45,000	\$2,250	\$3,600	\$5,040	\$4,500	\$4,140	March 28
Beetlejuice	CAA EMT	June 3-July 17, 2025	100,000	\$5,000	\$8,000	\$11,200	\$10,000	\$9,200	May 15
Natasha, Pierre & The Great Comet of 1812	RAT	July 15-August 24, 2025	60,000	\$3,000	\$4,800	\$6,720	\$6,000	\$5,520	June 26
Back to the Future	CAA EMT	July 22-August 31, 2025	90,000	\$4,500	\$7,200	\$10,080	\$9,000	\$8,280	July 4

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Outside Back Cover = Full Page Rate plus 40%
Inside Front Cover = Full Page Rate plus 25%
Inside Back Cover = Full Page Rate plus 15%

• All rates shown are NET rates. Taxes extra.

• Additional shows are added throughout the season. Programme publishing schedule is subject to change.

• Double Page Spread = Double Full Page Rate, less 15%.

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FOR MORE INFORMATION ABOUT MIRVISH OPPORTUNITIES, PLEASE CONTACT:



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322 King Street West, Suite 400, Toronto, Ontario M5V 1J2



MECHANICAL SPECIFICATIONS (Printed Programme)

FULL PAGE

Trim Size	Bleed Size	Live Area
5.375" wide 8.375" high	5.625" wide 8.625" high	4.625" wide 7.625" high

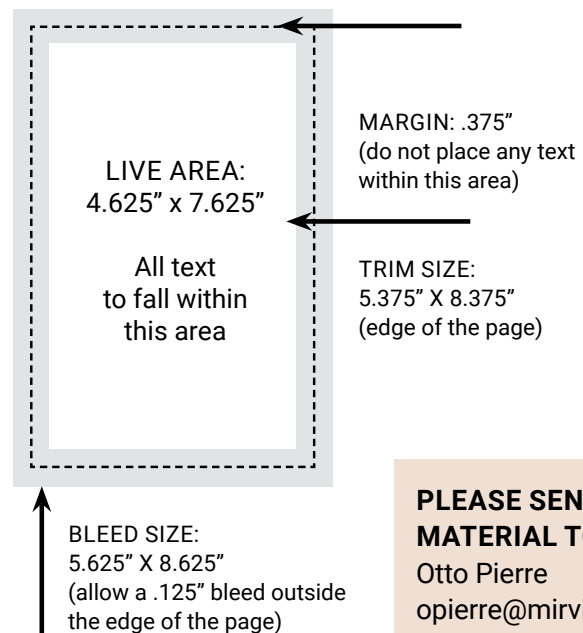
DOUBLE PAGE SPREAD

Trim Size	Bleed Size	Live Area
10.75" wide 8.375" deep	11" wide 8.625" deep	10" wide 7.625" deep

FRACTIONAL ADVERTISEMENT

1/2 Horizontal	1/2 Vertical	1/4 Vertical
4.625" wide 3.75" high	2.25" wide 7.625" high	2.25" wide 3.75" high

FULL PAGE WITH BLEEDS



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opierre@mirvish.com

- All critical matter must be kept within .375" from trim edges.
- Preferred file format: high resolution PDF (PDFX-1a).
- Please be sure to include trim, crop marks and bleed on your proof.
- Allow for a .125" bleed outside the trim.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- All RGB images must be converted to CMYK.
- All spot colours (Pantone) must be converted to CMYK.
- Type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. Mirvish Productions is not responsible for reproduction of type in sizes smaller than those mentioned above.
- We reserve the right to add a keyline to floating ads to differentiate them from editorial.
- Double page spread creative must be supplied as two single page units with bleed.
- Production charges will apply for material not to specifications or alterations.

FOR MORE INFORMATION ABOUT MECHANICAL SPECIFICATIONS, PLEASE CONTACT:
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MECHANICAL SPECIFICATIONS (Digital Programme)



1/4 PAGE
600 x 280 pixels



1/2 PAGE
600 x 560 pixels



3/4 PAGE
600 x 840 pixels



FULL PAGE
600 x 1120 pixels

- JPG, PNG and GIF files, including animated GIFs.
- 150 dpi
- Maximum file size: 5 MB (images under 1 MB recommended).

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