

## The Coach House Players, Inc

P.O. Box 3481

Kingston, New York 12402

(845) 331-2476

[info@coachhouseplayers.org](mailto:info@coachhouseplayers.org)

<https://www.CoachHousePlayers.org>

December 2, 2019

Dear Friends,

The Coach House Players is a local not-for-profit theatrical group that has brought entertainment to Ulster County area for seventy years. Our theatre is located at 12 Augusta Street, in Kingston, New York.

I am writing to let you know that as we enter our 70th year, Coach House Players will be producing an Ad Journal for 2020 and we welcome you to participate. I know it is early in the year, but I also know that you may need to plan your advertising budgets early as well, so I'm contacting you now.

Your willingness to participate with us will give your company four opportunities to be viewed by our patrons, with an anticipated exposure of over 1,000 viewers. Monies collected would not only pay for our program book but would also benefit in the production of plays and building operation.

Our theatre is a ninety-nine (99) seat theatre and we produce four shows each season. Our season dates are April, July, August, and November 2020.

The shows in April, July, and November run for six performances each and the summer fund-raiser show three performances, a total of 21 shows.

We respectfully are requesting your company to purchase an ad. Prices start at 1/4-page (business card) ad for \$100.00. This \$100.00 would be for all four shows. We also offer discounted half-page, three-quarter-page, and full-page ads. See the attached order form for details.

You may mail payment and ad copy to the mailing address on the order form. If you have questions, contact me at 331-2476. To be included in the 2020 program guide, will need your form and payment no later than January 15, 2020.

If you wish to see a copy of the current Ad Journal, you may pick up a copy at the Coach House theater before any performance, see it online at the web address above or contact me and I can send a copy to you.

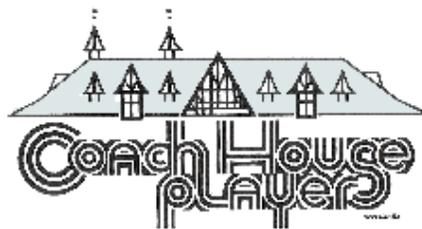
Thank you,

Tom Tierney, President

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**Deadline:** January 15, 2020

## 2020 AD JOURNAL ORDER FORM

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

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

Phone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

	<b>Item</b>	<b>Price</b>
_____	Quarter page (4 ½ x 1-7/8 inches)	\$100
_____	Half page (4 ½ x 3-7/8 inches)	\$180
_____	Three-quarter page (4 ½ x 5-7/8 inches)	\$240
_____	Full page (4 ½ x 7-7/8 inches)	\$280
_____	Full page-inside cover* (4 ½ x 7-7/8 inches)	\$320 * If still available

[ ] Check here if you prefer that we use last year's ad copy (assuming the same size as last year).

Please make check payable to **Coach House Players, Inc.**, or if you prefer to pay by credit card:

**Credit card:** Number: \_\_\_\_\_ Exp date: \_\_\_\_/\_\_\_\_ CVV\*: \_\_\_\_\_

\* Three or four-digit security code on the back of your credit card

Credit card holder name: \_\_\_\_\_ Zip code: \_\_\_\_\_

I authorize Coach House Players to charge this credit card for the amount: **Total** \$ \_\_\_\_\_

**Signed:** \_\_\_\_\_