

Advertise with **ROYAL MTC**
MANITOBA THEATRE CENTRE

OVATION *The house program of the Royal Manitoba Theatre Centre*

OVATION is distributed free of charge to each patron of every Royal Manitoba Theatre Centre performance; it reaches approximately 85,000 dedicated and loyal customers each season.

The Royal Manitoba Theatre Centre is a highly-subscribed-to arts organization in Winnipeg, with more than 10,000 subscribers seeking one-of-a-kind entertainment options to enrich their lives. Advertisers are uniquely positioned to reach an affluent and enthusiastic audience of engaged decision-makers in a well-read publication.

ABOUT OVATION

PRINTED 70,000

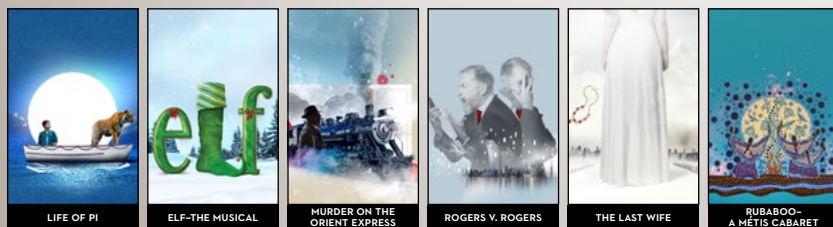
READERSHIP 85,000 (approximately)

Ovation is published six times per year and distributed free of charge to patrons at all productions at the John Hirsch Mainstage and the Tom Hendry Warehouse. Ovation features articles about the play, artist bios, personal messages from the Artistic Director and more.

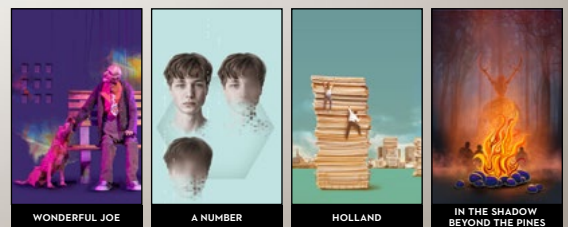
[CLICK TO VIEW PAST EXAMPLES OF OVATION IN OUR DROPBOX FOLDER](#)

2025/26 SEASON

JOHN HIRSCH MAINSTAGE



TOM HENDRY WAREHOUSE



OUR GIFT TO YOU: COMPLIMENTARY ROYAL MTC SUBSCRIPTIONS

Tickets to live theatre make great gifts for valuable customers or excellent staff incentives. As an added benefit to our advertisers, we are pleased to offer complimentary season ticket packages! Subject to availability, seating at the discretion of Royal MTC box office.

PURCHASE 6 FULL-PAGE ADS DURING THE 2025/26 SEASON AND RECEIVE

- 2 complimentary subscriptions to the John Hirsch Mainstage (approximate value: \$708)
- 2 complimentary subscriptions to the Tom Hendry Warehouse (approximate value: \$266)

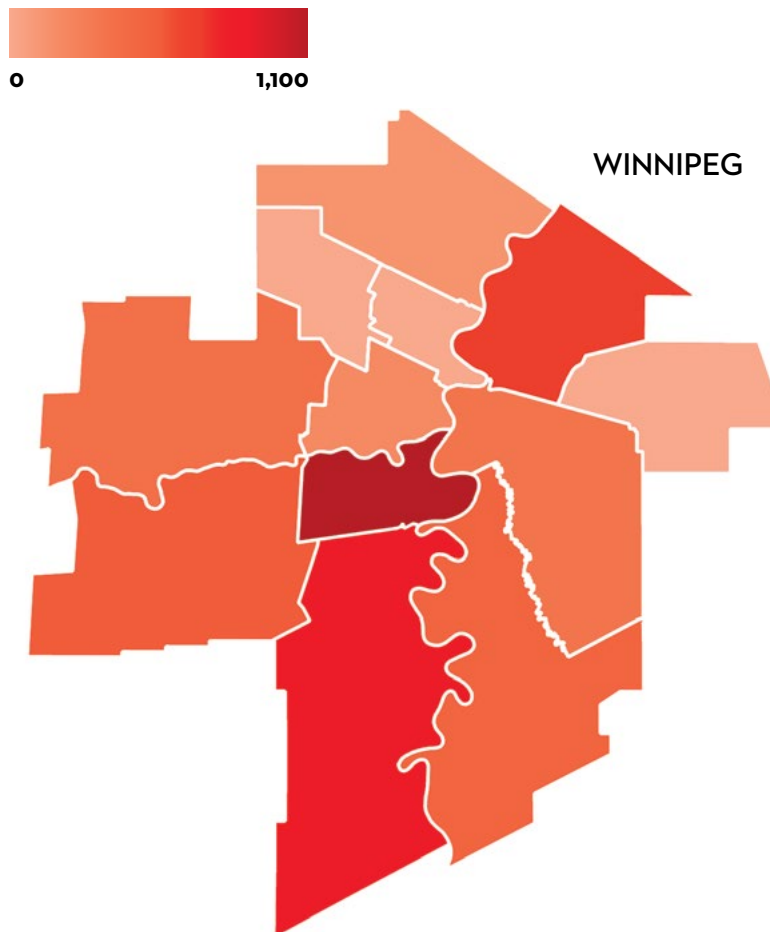
PURCHASE 6 HALF-PAGE ADS DURING THE 2025/26 SEASON AND RECEIVE

- 2 complimentary subscriptions to the John Hirsch Mainstage (approximate value: \$708)

AUDIENCE STATISTICS

SUBSCRIBER RESIDENCY

Chart indicates number of Royal MTC season ticket holders per Winnipeg neighborhood



PATRON DEMOGRAPHICS

LOCATION

WINNIPEG	89%
NON-WINNIPEG	12%

GENDER

MALE	21%
FEMALE	78%
OTHER	1%

AGE

UNDER 35	7%
35-44	8%
45-54	10%
55-64	23%
65 AND OLDER	52%
AVERAGE AGE	62 years

HOUSEHOLD INCOME*

UNDER \$50,000	11%
\$50,000 - \$75,000	20%
\$75,000 - \$100,000	24%
\$100,000 - \$150,000	24%
OVER \$150,000	20%

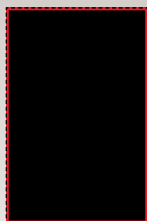
SOURCE: 2022/23 ROYAL MTC YEAR-END AUDIENCE SURVEY

* PERCENTAGES EXCLUDE THOSE WHO DID NOT KNOW OR DID NOT RESPOND.

FOR MORE INFORMATION ON THESE AND OTHER ADVERTISING OPPORTUNITIES, PLEASE CONTACT

CHRISTINA REUTHER
SALES COORDINATOR

Advertising Agreement 2025/26 **OVATION**

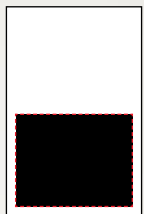


FULL PAGE

PAGE TRIM SIZE:
5.5" WIDE x 8.5" HIGH

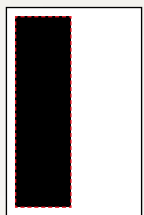
****ADD 0.125" BLEED
TO ALL SIDES OF AD****
FINAL SIZE WITH BLEED:
5.75" WIDE x 8.75" HIGH

PLEASE KEEP "ACTIVE AREA"
OF AD (TEXT, ETC.) WITHIN
5" WIDE x 8" HIGH



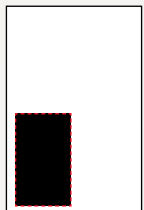
HALF PAGE (HORIZONTAL)

4.75" WIDE x 3.75" HIGH



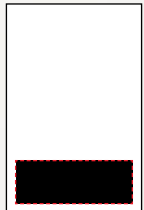
HALF PAGE (VERTICAL)

2.25" WIDE x 7.75" HIGH



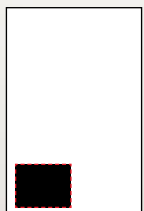
QUARTER PAGE (REGULAR)

2.25" WIDE x 3.75" HIGH



QUARTER PAGE (BANNER)

4.75" WIDE x 1.75" HIGH



EIGHTH PAGE

2.25" WIDE x 1.75" HIGH

FULL PAGE 5.5" WIDE x 8.5" HIGH (+ 0.125" BLEED)	1 ISSUE	2-4 ISSUES	5-6 ISSUES
OUTSIDE BACK COVER/ INSIDE FRONT COVER	\$2,100	\$1,900	\$1,700
INSIDE BACK COVER	\$2,000	\$1,800	\$1,600
FULL PAGE	\$1,650	\$1,495	\$1,350
HALF PAGE	1 ISSUE	2-4 ISSUES	5-6 ISSUES
HORIZONTAL • 4.75" WIDE x 3.75" HIGH VERTICAL • 2.25" WIDE x 7.75" HIGH	\$975	\$875	\$795
QUARTER PAGE	1 ISSUE	2-4 ISSUES	5-6 ISSUES
REGULAR • 2.25" WIDE x 3.75" HIGH BANNER • 4.75" WIDE x 1.75" HIGH	\$700	\$650	\$575
EIGHTH PAGE	1 ISSUE	2-4 ISSUES	5-6 ISSUES
2.25" WIDE x 1.75" HIGH	\$525	\$495	\$425

NON-PROFIT: 25% OFF

PLUS 5% GST ON ALL RATES

OTHER SERVICES

- Guaranteed placement: 15% of ad cost + GST (all full-page ads guaranteed right-facing)
- Ad design: 15% of ad cost + GST

TECHNICAL REQUIREMENTS

Four colour process • line screen 175 • minimum resolution: 300 dpi

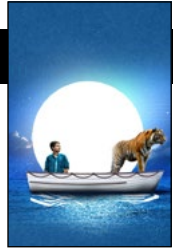
PREFERRED ART FORMATS

1. Press-ready PDF emailed to sales@royalmtc.ca
2. JPEG, TIFF or PSD file (minimum 300 DPI) emailed to sales@royalmtc.ca

Publishing Schedule 2025/26

OVATION

AD BOOKING DEADLINE | ARTWORK DEADLINE



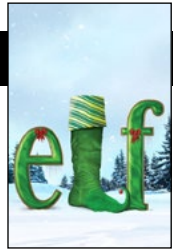
OVATION #1 OCTOBER 7 - NOVEMBER 8, 2025

Life of Pi
OCTOBER 16 - NOVEMBER 8, 2025 • PREVIEW OCTOBER 15

Wonderful Joe
OCTOBER 9-26, 2026 • PREVIEWS OCTOBER 7 & 8

WEDNESDAY,
SEPTEMBER 10

WEDNESDAY,
SEPTEMBER 17



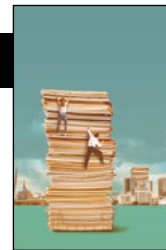
OVATION #2 NOVEMBER 12 - DECEMBER 20, 2025

Elf - The Musical
NOVEMBER 27 - DECEMBER 20, 2025 • PREVIEWS NOVEMBER 25 & 26

A Number
NOVEMBER 13-29, 2025 • PREVIEW NOVEMBER 12

THURSDAY,
OCTOBER 16

THURSDAY,
OCTOBER 23



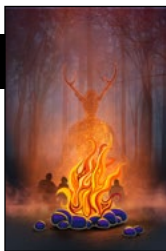
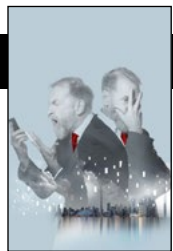
OVATION #3 JANUARY 14 - FEBRUARY 21, 2026

Murder on the Orient Express
JANUARY 15 - FEBRUARY 7, 2026 • PREVIEW JANUARY 14

Holland
FEBRUARY 5-21, 2026 • PREVIEW FEBRUARY 4

FRIDAY,
DECEMBER 5

FRIDAY,
DECEMBER 12



OVATION #4 FEBRUARY 18 - MARCH 28, 2026

Rogers v. Rogers
FEBRUARY 19 - MARCH 14, 2026 • PREVIEW FEBRUARY 18

In the Shadow Beyond the Pines
MARCH 12-28, 2026 • PREVIEW MARCH 11

THURSDAY,
JANUARY 22

THURSDAY,
JANUARY 29

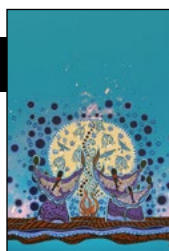


OVATION #5 MARCH 25 - APRIL 18, 2026

The Last Wife
MARCH 26 - APRIL 18, 2026 • PREVIEW MARCH 25

FRIDAY,
FEBRUARY 27

FRIDAY,
MARCH 6



OVATION #6 APRIL 29 - MAY 23, 2026

Rubaboo - A Métis Cabaret
APRIL 30 - MAY 23, 2026 • PREVIEW APRIL 29

THURSDAY,
APRIL 2

FRIDAY,
APRIL 10

Advertising Agreement 2025/26

PAGE 1

Ovation

COMPANY NAME _____ CONTACT NAME _____

ADDRESS (STREET, CITY, PROVINCE/STATE) _____ POSTAL CODE _____

PHONE NUMBER _____ FAX NUMBER _____ EMAIL _____

BILLING ADDRESS (IF DIFFERENT FROM ABOVE) _____ POSTAL CODE _____

NUMBER OF INSERTIONS: _____ SPECIAL INSTRUCTIONS: _____

	SIZE	COST/INSERTION <small>PLEASE REFER TO RATE CARD</small>	OTHER CHARGES	GST (5%)	TOTAL
Ovation #1 OCTOBER 7 - NOVEMBER 8, 2025 • <i>Life of Pi</i> • <i>Wonderful Joe</i> ARTWORK DEADLINE: Wednesday, September 17, 2025	_____	\$ _____	\$ _____	\$ _____	\$ _____
Ovation #2 NOVEMBER 12 - DECEMBER 20, 2025 • <i>Elf - The Musical</i> • <i>A Number</i> ARTWORK DEADLINE: Thursday, October 23, 2025	_____	\$ _____	\$ _____	\$ _____	\$ _____
Ovation #3 JANUARY 14 - FEBRUARY 21, 2026 • <i>Murder on the Orient Express</i> • <i>Holland</i> ARTWORK DEADLINE: Friday, December 12	_____	\$ _____	\$ _____	\$ _____	\$ _____
Ovation #4 FEBRUARY 18 - MARCH 28, 2026 • <i>Rogers v. Rogers</i> • <i>In the Shadow Beyond the Pines</i> ARTWORK DEADLINE: Friday, January 29, 2026	_____	\$ _____	\$ _____	\$ _____	\$ _____
Ovation #5 MARCH 25 - APRIL 18, 2026 • <i>The Last Wife</i> ARTWORK DEADLINE: Friday, March 6, 2026	_____	\$ _____	\$ _____	\$ _____	\$ _____
Ovation #6 APRIL 29 - MAY 23, 2026 • <i>Rubaboo - A Métis Cabaret</i> ARTWORK DEADLINE: Friday, April 10, 2026	_____	\$ _____	\$ _____	\$ _____	\$ _____

TOTAL AMOUNT DUE \$ _____

Payment

CHEQUE (DUE UPON RECEIPT OF INVOICE)

CREDIT CARD: _____ / _____

MONEY ORDER

Visa MasterCard American Express

EXPIRY MONTH/YEAR

NAME AS IT APPEARS ON CARD: _____

PLEASE SEE PAGE 2 FOR TERMS & CONDITIONS OF AGREEMENT

PLEASE COMPLETE AND RETURN TO:

CHRISTINA REUTHER
SALES COORDINATOR

ACCEPTED FOR THE ADVERTISER (PLEASE SIGN) _____

DATE _____



TERMS AND CONDITIONS

1. Rates may be subject to change without notice. Contracts accepted prior to any rate change will be honoured at their contracted rate until expiry. Contracts cancelled by the advertiser for any reason prior to completion will be pro-rated to the one-time insertion rate for all previous insertions and will be invoiced to the advertiser.
2. The Royal Manitoba Theatre Centre reserves the right to request that payment in full accompany artwork. All payments due within 30 days of invoice. Overdue accounts will be charged 2% interest, and future insertions may be refused until such time as the account is brought up to date.
3. All rates net, exclusive of agency commission and applicable taxes.
4. The Royal Manitoba Theatre Centre reserves the right to refuse any advertisement which is not felt to be in keeping with the publication's standards.
5. Rates are based on camera-ready artwork. Printed proofs and photocopies are not acceptable, as the advertiser will not be happy with the result. The Royal Manitoba Theatre Centre will be pleased to arrange the design of the ad for 15% of the total contract.
6. The advertiser assumes liability for the content of their advertisement. Advertising proof will be emailed prior to publication for ads requiring production and submitted by stated deadlines. If approval is not granted by the date requested, the publisher will assume the advertisement is satisfactory for publication. When advertising space is booked for more than one issue, the original advertisement will be repeated unless instructions are received in writing prior to the deadline dates of the subsequent publications.

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