

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](#)

2026/27 SEASON

JOHN HIRSCH MAINSTAGE



CYRANO DE BERGERAC



ANNE OF GREEN GABLES



INTREPID



MY NAME IS LUCY BARTON

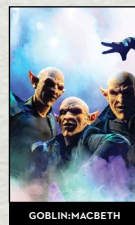


WAITING FOR GODOT



FAREWELL

TOM HENDRY WAREHOUSE



GOBLIN-MACBETH



COMFORT FOOD



MISERY



FIFTEEN DOGS

Advertise with Royal MTC!

OVATION

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 2026/27 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)

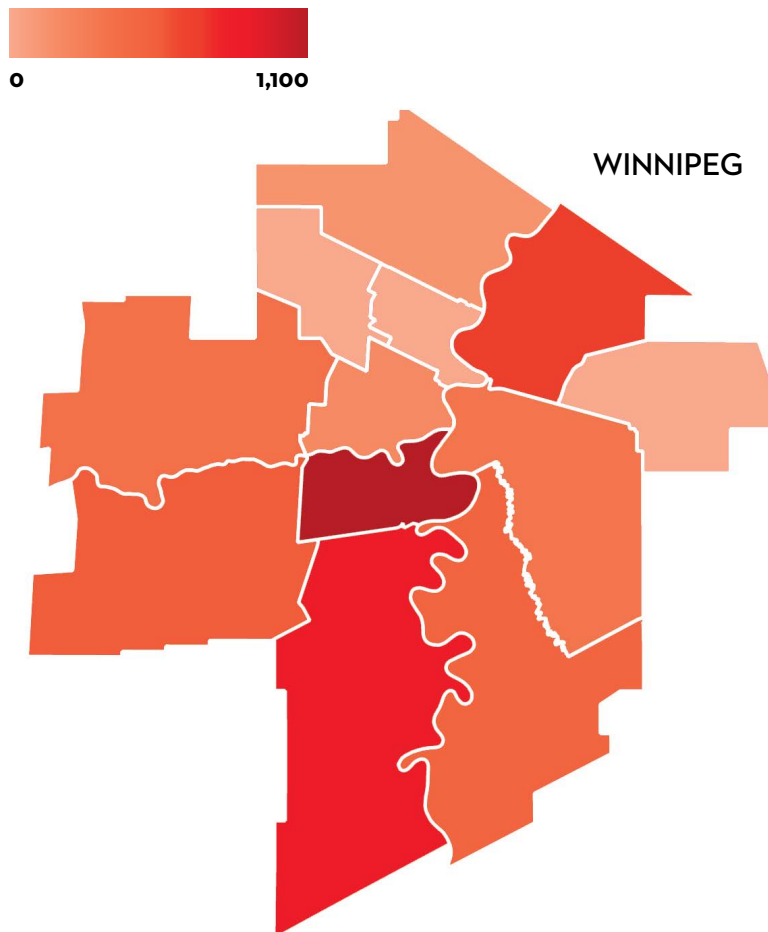
PURCHASE 6 HALF-PAGE ADS DURING THE 2026/27 SEASON AND RECEIVE

- 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%

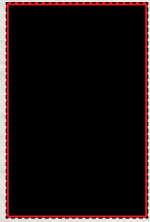
SOURCE: 2022/23 ROYAL MTC YEAR-END AUDIENCE SURVEY

* 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 2026/27 **OVATION**



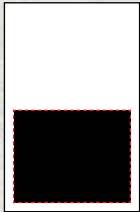
FULL PAGE

PAGE TRIM SIZE:

5.5" WIDE x 8.5" HIGH

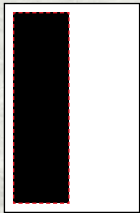
****ADD 0.125" BLEED
TO ALL SIDES OF AD****
FINAL SIZE WITH BLEED:
5.75" WIDE x 8.75" HIGH

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



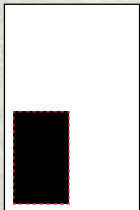
HALF PAGE (HORIZONTAL)

4.75" WIDE x 3.75" HIGH



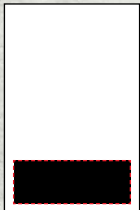
HALF PAGE (VERTICAL)

2.25" WIDE x 7.75" HIGH



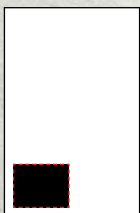
QUARTER PAGE (REGULAR)

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 SOLD OUT/ 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 2026/27

OVATION

AD BOOKING DEADLINE

ARTWORK DEADLINE



OVATION #1 OCTOBER 7 - NOVEMBER 8, 2026

Cyrano de Bergerac

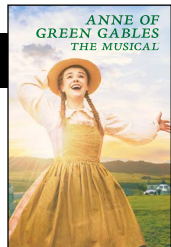
OCTOBER 8 - NOVEMBER 1, 2026 • PREVIEW OCTOBER 7

Goblin: Macbeth

OCTOBER 22 - NOVEMBER 8, 2026 • PREVIEW OCTOBER 21

THURSDAY,
SEPTEMBER 10

THURSDAY,
SEPTEMBER 17



OVATION #2 NOVEMBER 18 - DECEMBER 20, 2026

Anne of Green Gables - The Musical

NOVEMBER 26 - DECEMBER 20, 2026 • PREVIEW NOVEMBER 25

Comfort Food

NOVEMBER 19 - DECEMBER 6, 2026 • PREVIEW NOVEMBER 18

THURSDAY,
OCTOBER 22

THURSDAY,
OCTOBER 29



OVATION #3 JANUARY 13 - FEBRUARY 13, 2027

Intrepid

JANUARY 14 - FEBRUARY 6, 2027 • PREVIEW JANUARY 13

Misery

JANUARY 28 - FEBRUARY 13, 2027 • PREVIEW JANUARY 27

FRIDAY,
DECEMBER 4

FRIDAY,
DECEMBER 11



OVATION #4 FEBRUARY 17 - MARCH 21, 2027

My Name is Lucy Barton

FEBRUARY 18 - MARCH 13, 2027 • PREVIEW FEBRUARY 17

Fifteen Dogs

MARCH 4 - 21, 2027 • PREVIEW MARCH 3

THURSDAY,
JANUARY 21

THURSDAY,
JANUARY 28



OVATION #5 MARCH 24 - APRIL 17, 2027

Waiting for Godot

MARCH 25 - APRIL 17, 2027 • PREVIEW MARCH 24

FRIDAY,
FEBRUARY 26

FRIDAY,
MARCH 5



OVATION #6 MAY 5 - 29, 2027

fareWel

MAY 6 - 29, 2027 • PREVIEW APRIL 5

THURSDAY,
APRIL 9

FRIDAY,
APRIL 16

Advertising Agreement 2026/27

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 PLEASE REFER TO RATE CARD	OTHER CHARGES	GST (5%)	TOTAL
Ovation #1 OCTOBER 7 - NOVEMBER 8, 2026 • <i>Cyrano de Bergerac</i> • <i>Goblin: Macbeth</i> ARTWORK DEADLINE: Thursday, September 17, 2026	_____	\$ _____	\$ _____	\$ _____	\$ _____
Ovation #2 NOVEMBER 18 - DECEMBER 20, 2026 • <i>Anne of Green Gables - The Musical</i> • <i>Comfort Food</i> ARTWORK DEADLINE: Thursday, October 29, 2026	_____	\$ _____	\$ _____	\$ _____	\$ _____
Ovation #3 JANUARY 13 - FEBRUARY 13, 2027 • <i>Intrepid</i> • <i>Misery</i> ARTWORK DEADLINE: Friday, December 11, 2026	_____	\$ _____	\$ _____	\$ _____	\$ _____
Ovation #4 FEBRUARY 17 - MARCH 21, 2027 • <i>My Name is Lucy Barton</i> • <i>Fifteen Dogs</i> ARTWORK DEADLINE: Thursday, January 28, 2027	_____	\$ _____	\$ _____	\$ _____	\$ _____
Ovation #5 MARCH 24 - APRIL 17, 2027 • <i>Waiting for Godot</i> ARTWORK DEADLINE: Friday, March 5, 2027	_____	\$ _____	\$ _____	\$ _____	\$ _____
Ovation #6 MAY 5 - 29, 2027 • <i>fareWel</i> ARTWORK DEADLINE: Friday, April 16, 2027	_____	\$ _____	\$ _____	\$ _____	\$ _____

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



ROYAL MANITOBA THEATRE CENTRE • 174 Market Avenue • Winnipeg, Manitoba • R3B 0P8
P 204 954 6413 • E sales@royalmtc.ca

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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