



2024/25
SEASON

WESTERN CANADA
THEATRE

Be Our Guest

SHOW PROGRAM
ADVERTISING

Learn more at
wctlive.ca



SAGEBRUSH THEATRE



THE
WOMAN
IN BLACK

OCT 10 - 20, 2023



LIARS AT
A FUNERAL

JAN 23 - FEB 02, 2025



DISNEY'S
BEAUTY
and the
BEAST

NOV 21 - DEC 08, 2024



LITTLE
RED
WARRIOR AND
HIS LAWYER

FEB 20 - MAR 02, 2025



JULIET:
A REVENGE
COMEDY

MAR 04 - 09, 2025

PAVILION THEATRE



PRIDE AND
PREJUDICE

APR 03 - 13, 2025



MOTOWN
GET DOWN

APR 29 - MAY 04, 2025



BON APPÉTIT

After a record number of subscribers attended productions at the Sagebrush and Pavilion theatres in 2023/24, the magic will continue in the 2024/25 Season. From beloved Disney classics, to new Canadian comedies, there is something for everyone. It’s a selection of shows that will tantalize the tastebuds and leave audiences craving more.

OUR AUDIENCE

Over the years we have seen our patron base grow to reach nearly 30,000 attendees each season.

By advertising in our show programs, you reach a cultured, engaged, and local audience. A typical WCT patron is female, highly educated, and an above-average income earner, but more than ever we are seeing multiple generations attending shows together. In addition to enjoying live theatre, WCT patrons frequently dine out, attend other cultural events, engage in sports, and are generally active.

SHOWS, DATES & EXPOSURE

	DATES	PROJECTED EXPOSURE	AD DUE
THE WOMAN IN BLACK – In the shadowy corridors of an old Victorian theatre, a tale unfolds of a young solicitor who ventures to the eerie marshlands of the English countryside to settle the affairs of a recently deceased woman. As mysterious occurrences ensue, the line between reality and the supernatural blurs.	OCT 10 - 20, 2024 Sagebrush Theatre	3,100	Sep. 19
DISNEY'S BEAUTY AND THE BEAST – Under the glow of the magical rose, can Belle and the Beast learn to love - and be loved - before the last petal falls? Will this castle full of loveable enchanted objects become human again? This holiday season come experience the dazzling spectacle and beauty of Disney’s most popular musical.	NOV 21 - DEC 08, 2024 Sagebrush Theatre	10,750	Oct. 28
LIARS AT A FUNERAL – In this raucous farce an estranged family gathers to mourn the passing of Mavis, the family matriarch. Secrets unravel, long-buried truths emerge, a family curse keeps siblings apart, and—surprise!—it turns out grandma has exaggerated her demise.	JAN 23 - FEB 02, 2025 Pavilion Theatre	3,600	Jan. 02
LITTLE RED WARRIOR AND HIS LAWYER – Red’s court-appointed lawyer, Larry, bails him out of jail and invites him to stay in his home—much to the dismay of Larry’s wife, Desdemona. Her disdain soon turns to ardour, and Larry learns that when you invite a coyote into your coop, he might just walk away with all the chickens.	FEB 20 - MAR 02, 2025 Sagebrush Theatre	3,350	Jan. 30
JULET: A REVENGE COMEDY – Instead of pining for a boy she barely knows, Juliet takes matters into her own hands and recruits a team of Shakespeare’s most famous tragic heroines to turn the tables on their arrogant creator. This fast-paced adventure explores what could be if these classic characters didn’t have to die (over and over again).	MAR 04 - 09, 2024 Pavilion Theatre	770	Feb. 11
PRIDE AND PREJUDICE – In the regency marriage market, Elizabeth Bennet has no interest in the game of courtship. Love, wit, and manners are challenged when the arrogant and handsome Mr. Darcy pops up. This playful, highly theatrical new adaptation features eight actors taking on multiple roles with uproarious results.	APR 03 - 13, 2025 Sagebrush Theatre	4,250	Mar. 13
MOTOWN GET DOWN – Travel back to Detroit in the 1960s as Motown maven Krystle Dos Santos sings memorable songs from one of the most iconic music genres ever. Backed by a rocking and soulful five-piece band, this cabaret concert features music from The Supremes, Stevie Wonder, Gladys Knight & the Pips, and more!	APR 29 - MAY 04, 2025 Pavilion Theatre	770	Apr. 08
Total Projected Exposure		26,515	

ADDITIONAL EXPOSURE

In addition to offering traditional printed programs, WCT continues to offer digital programs to increase accessibility and reduce waste. Audience members will be able to scan a QR code in the lobby to view the program on their devices. All show programs will also be accessible on our website.

Subscriber Benefits Discount Card – You can further entice WCT subscribers to your company by offering a discount on products or services. WCT promotes these offers throughout the season via wallet-size subscriber cards and online.

Questions? Please contact

Jenny Edwards
Development & Administrative Assistant

778-471-9056 • jedwards@wctlive.ca



WESTERN CANADA THEATRE

GUARANTEED PAGE POSITION

Be the first to book, and reserve the coveted Inside Front Cover!

20% Additional fee on ad rate Full Page & 1/2 Page Ads Only

CHARITY DISCOUNT

25% off for recognized charitable organizations.

Enquire for details

AD REQUIREMENTS

Please submit print-ready art in a digital format: **print-quality PDF preferred.** TIFF or hi-res JPG also accepted.

DEADLINES

Individual production ads are due **3 weeks** prior to the first performance date. Dates are listed on the previous page.

Please email ad artwork or send technical questions to **Kirk Smith:** kirk@wctlive.ca

For more information, and to book an ad, contact **Jenny Edwards:** **778-471-9056** jedwards@wctlive.ca

2024/25 SHOW PROGRAMS ADVERTISING ORDER FORM

Use this form to book your ads in our show programs, now available both in print and digital formats. The digital version will also be viewable on our website for increased exposure.

Select your ad size and which shows you wish to be featured in (see advertising package), or...

Save when you book them all! Get your ad in the program for each of our 7 productions, You also have the flexibility to change the ad from program to program.

STEP ONE: CHOOSE YOUR AD SIZE

- Full Page
- 1/2 Page
- 1/4 Page
- 1/8 Page

AD SIZE	PRICE PER PROGRAM	ALL 7 PROGRAMS (Booked Separately)	SEASON PRICE When Signing Up for All 7 Shows
Full Page	\$625	\$4,375	\$2,406 <i>Save 45%</i>
1/2 Page	\$316	\$2,212	\$1,659 <i>Save 25%</i>
1/4 Page	\$163	\$1,141	\$912 <i>Save 20%</i>
1/8 Page	\$92	\$644	\$634 <i>Save 15%</i>

STEP TWO: CHOOSE YOUR SHOWS

SIGN ME UP FOR ALL 7!

See Previous Page for Individual Show Details

- The Woman In Black
- Disney's Beauty and the Beast
- Liars at a Funeral
- Little Red Warrior and His Lawyer
- Juliet: A Revenge Comedy
- Pride and Prejudice
- Motown Get Down

FULL PAGE
5.5"w x 8.5"h (printed size)

***BLEED REQUIRED**
Full page ads are printed right to the edge, so your file must extend beyond the printed size by .125" on all sides.

File size should be 5.75"w x 8.75h

1/2 PAGE
4.75"w x 3.75"h

1/4 PAGE
4.75"w x 1.75"h

2.25"w x 1.75"h } **1/8 PAGE**

STEP THREE: FINALIZE AND SUBMIT THIS FORM TO jedwards@wctlive.ca

Number of Shows Selected: _____ + Per-Show Price: \$ _____ = Subtotal: \$ _____

or

Discounted "Season Price" for All 7 Programs: \$ _____

GST (5%): \$ _____

Advertiser: _____ TOTAL: \$ _____

Contact: _____

Address: _____

City: _____ Postal Code: _____ Telephone: _____

E-Mail: _____ Website: _____

The publisher, Western Canada Theatre, is hereby authorized to insert the advertising for the above advertiser into the program for the space units indicated, for which we, the advertiser, agree to pay at the rate and conditions shared herein. Legal and collection costs, if required, are the responsibility of the debtor. I have read and agree to the terms and conditions stated herein.