

SHOW PROGRAM ADVERTISING



WESTERN CANADA THEATRE'S  
**2023/24 SEASON**  
 THEATRE TO BELIEVE IN

Learn more at [wctlive.ca](http://wctlive.ca)

**SAGEBRUSH THEATRE**



**GASLIGHT**  
 OCT 19 - 28, 2023



**KEN LUDWIG'S BASKERVILLE: A SHERLOCK HOLMES MYSTERY**  
 JAN 25 - FEB 03, 2024



**SHREK THE MUSICAL**  
 NOV 23 - DEC 09, 2023

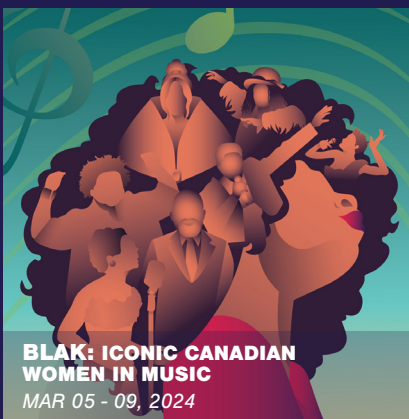


**BOOM YZ**  
 FEB 22 - MAR 02, 2024



**JESUS CHRIST SUPERSTAR**  
 APR 04 - 20, 2024

**PAVILION THEATRE**



**BLAK: ICONIC CANADIAN WOMEN IN MUSIC**  
 MAR 05 - 09, 2024



**INNER ELDER**  
 APR 23 - 27, 2024

### WHAT'S THE BUZZ

Western Canada Theatre's 2023/24 Season features seven dazzling productions—from classic thrillers and mysteries with a comic twist, to innovative contemporary works, plus not one, but **TWO blockbuster musicals**, next season invites you to believe in fairy tales, mysteries, music, miracles, yourself, and so much more! **WCT is theatre you can believe in.**

### OUR AUDIENCE

Over the years we have seen our patron base grow to reach nearly 30,000 attendees each season—and WCT fans returned in record numbers last 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. 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
<b>GASLIGHT</b> – A classic thriller reimagined for modern times. Amidst the shadows of Victorian London, Bella Manningham's picture-perfect life isn't what it seems as she fights to maintain her sanity while untangling a web of manipulation and mystery. Is she losing her grip on reality, or is it being loosened for her?	OCT 19 - 28, 2023 Sagebrush Theatre	2,900	SEP 21, 2023
<b>SHREK THE MUSICAL</b> – A big, bright, beautiful family musical. Welcome to a magical land of classic fairy-tale characters... but in this fairy-tale, things are a little different than what you've read in the storybooks! This Tony Award-winning Broadway musical is laugh-out-loud fun for the whole family, with a heart of green that proves beauty is truly in the eye of the ogre.	NOV 23 - DEC 09, 2023 Sagebrush Theatre	10,000	OCT 26, 2023
<b>KEN LUDWIG'S BASKERVILLE: A SHERLOCK HOLMES MYSTERY</b> – A murderously funny Sherlock Holmes adventure. Tony Award-winning playwright Ken Ludwig transforms Arthur Conan Doyle's classic <i>The Hound of the Baskervilles</i> into a fast-paced, hilarious whodunnit filled with twists and turns. Join the fun and see how far from elementary the truth can be.	JAN 25 - FEB 03, 2024 Sagebrush Theatre	3,500	JAN 02, 2024
<b>BOOM YZ</b> – The music, culture, and politics of Millennials and Gen Z. In a captivating theatrical journey spanning three decades, Rick Miller's final installment of the <i>BOOM</i> trilogy explores the lives of Millennials and Generation Z, intertwining cultural moments, iconic figures, and personal stories from 1996 to 2020.	FEB 23 - MAR 02, 2024 Sagebrush Theatre	3,300	JAN 25, 2024
<b>BLAK: ICONIC CANADIAN WOMEN IN MUSIC</b> – A celebration of Black women, history, and music. Experience a captivating musical journey honouring remarkable Black Canadian women in music, as WCT fan-favourite Krystle Dos Santos weaves together inspiring stories, iconic songs, and significant moments from Black history.	MAR 05 - 09, 2024 Pavilion Theatre	770	FEB 06, 2024
<b>JESUS CHRIST SUPERSTAR</b> – A global rock opera phenomenon. This explosive, dynamic telling of the last week of Jesus' life is full of iconic music, exhilarating dance, and stirring performances. The quintessential 1970's rock opera is an exuberant smash-hit that has wowed audiences worldwide for over 50 years!	APR 04 - 20, 2024 Sagebrush Theatre	7,850	MAR 07, 2024
<b>INNER ELDER</b> – A transformative journey through real-life memories. A young Indigenous girl growing up in Alberta navigates a world of substance abuse, aliens, and the spiritual presence of her guiding grandmothers. Award-winning Cree artist Michelle Thrush weaves real-life memories with laughter, grace, and playfulness to explore her own inner elder.	APR 23 - 27, 2024 Pavilion Theatre	770	MAR 26, 2024
<b>Total Projected Exposure</b>		<b>29,090</b>	

### ADDITIONAL EXPOSURE

In addition to offering traditional printed programs, WCT will once again 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** – You can further entice WCT subscribers to your company by offering a discount on products or services. WCT promotes these offers to subscribers throughout the season online.

Questions? Please contact  
**Stephanie McLean**  
*Development Manager*  
**778-580-5820 • smclean@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](mailto:kirk@wctlive.ca)

For more information, and to book an ad, contact **Stephanie McLean:** **778-580-5820** [smclean@wctlive.ca](mailto:smclean@wctlive.ca)

## 2023/24 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

- Gaslight
- Shrek The Musical
- Baskerville: A Sherlock Holmes Mystery
- BOOM YZ
- BLAK: Iconic Canadian Women in Music
- Jesus Christ Superstar
- Inner Elder

**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 8.75 h

**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 [smclean@wctlive.ca](mailto:smclean@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.