VAN WERT Live

20th year

LIVE, LOUD & LOCAL

ADVERTISING OPPORTUNITIES



4 WAYS TO ADVERTISE WITH VAN WERT LIVE

- Playbill
- Web Package
- Lobby Monitor Displays
- Digital Ticket

VAN WERT Live

2027

VAN WERT Live

LIVE, LOUD & LOCAL 2027



PLAYBILL ADVERTISING

YOUR HANDHELD PROMOTIONAL DEVICE!

FULL PAGE AD
5.5 x 8.5" – **$1,400**

PREMIUM SPOTS:
- BACK COVER **$1,700**
- FRONT/BACK INSIDE COVER **$1,500**

'26 premium spots taken

Your business or organization can gain a greater audience by advertising in the Niswonger Playbill. Two size options as shown– Full Page or Half Page.

HALF PAGE AD
5.5 x 4.25"
$800

Each show has an event specific playbill with cover art and interior content that keeps the audience engaged.

- Handed out at every ticketed show
- Full color impact
- Audience of higher discretionary income
- Access to Northwest Ohio's largest audience
- Value priced ad space placed throughout content in playbill
- Measurable ROI strategies if designed with Call to Action
- Ad design services included
- Shows support of the performing arts

IT'S SHOWTIME FOR YOUR BUSINESS

AD SPACE IS LIMITED. PLEASE SUBMIT YOUR INTEREST SOON TO BE INCLUDED.
AD DESIGN SERVICE IS INCLUDED.

CALL: 419-771-1173
EMAIL: QUINCY@NPACVW.ORG

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WEB DIRECTORY RESTAURANT & HOTEL ADS

We like to let our visitors know what to do. Be just a click away on our "Dining" page or "Where to Stay & Things to Do" page for local suggestions to patrons visiting The Niswonger. Also, Email Blast Ads will go to fan inboxes.

WEB PACKAGE

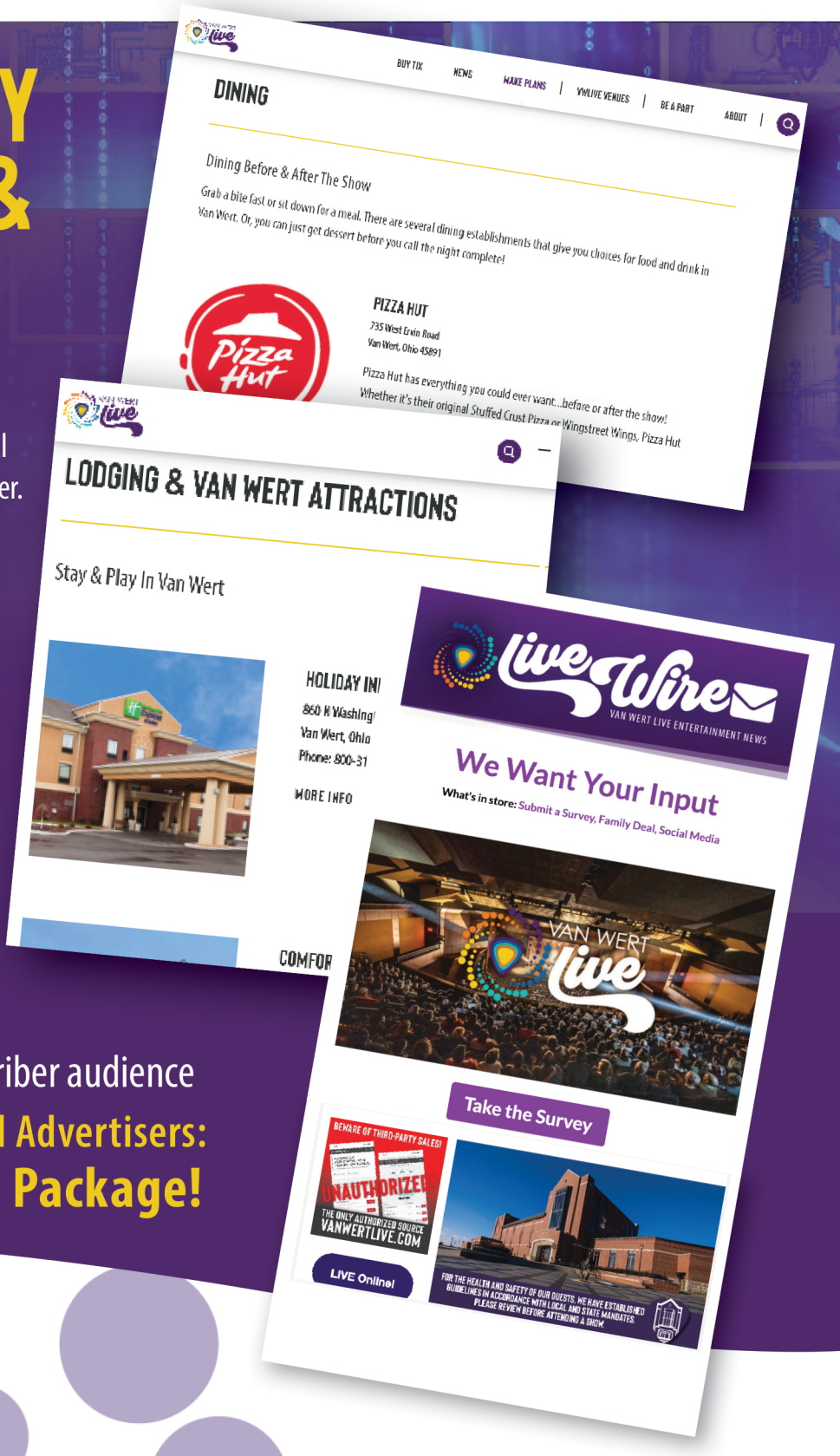
$300 for 1 Year includes Website Listing with:

- Name and Address
- Contact Info and Website Link
- Image and brief description

PLUS! 4 LiveWire Email Blast ad features throughout the year (one per Quarter) • 13,000 Subscriber audience

*** Special Discount for Playbill Advertisers:**

Take $50 Off Your Web Package!



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LOBBY MONITOR LED DISPLAYS

GET YOUR BUSINESS IN FRONT OF A NEW AUDIENCE.

Upon entering the lobby of the Niswonger, patrons are welcomed by TWO LARGE SCALE MONITORS.

On EVERY business day and show night your business is on full display to the largest audience in Northwest Ohio with discretionary income!

BY THE NUMBERS FOR 2027:

28,800 Patrons - Show Night Impressions.

3,000 Patrons - Approx Walk Up Patrons during Box Office Hours per year.

JAN-MAY OR SEP-DEC $1,400 - 14,900 Half Year Impressions @ 9.3¢ rate

ENTIRE YEAR ADVERTISER $2,500 - Keep your spot all year!
31,800 Annual Impressions @ 7.8¢ rate.

*Numbers do not account for Van Wert City School Events that provide an additional captive audience throughout the year, enhancing impressions and return on marketing investment.

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DIGITAL TICKET ADVERTISING

ACCESS THE LARGEST AUDIENCE IN VAN WERT COUNTY AND FAR BEYOND!

Van Wert Live presents live entertainment in Van Wert at the Niswonger Performing Arts Center, The Grandstand and Fountain Park. Partnering with us in advertising provides access to the largest audience with discretionary income in the tri-state region.

LARGE AD SPACE (Superior ad at right)
$2,000 for all 2027 Shows.

SMALL AD SPACE (McD's ad at right)
$1,200 for all 2027 Shows

- **Ad design service included**



Get your business in front of every ticket buyer that holds a physical show ticket, printed at home or from our Box Office.

Physical tickets will be scanned at the door, meaning patrons will be sure to have this printed piece with them as they enter with YOUR advertising in hand!