

# ADVERTISING SPECIFICATIONS FOR PROGRAMMES 2024-2025

Thame Players is a vibrant theatre group, founded over 80 years ago. We present a wide variety of quality productions ranging from Shakespeare to pantomime, from musicals to serious drama. Thame Players stage five of their own productions a year, more than any other non-professional group in the local area.



## Audience profile\*

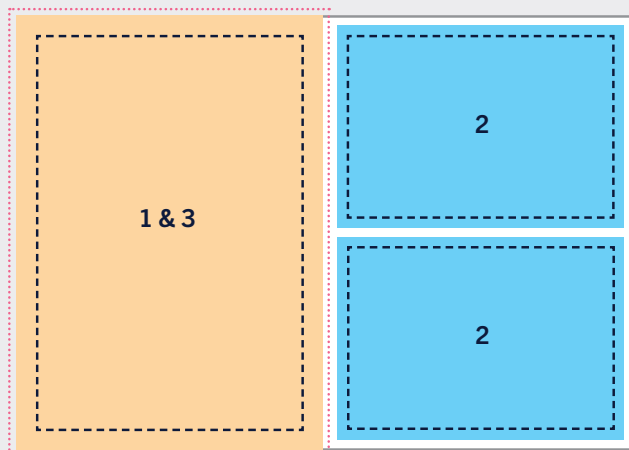
- 56% are between 50 and 70 years of age
- 71% live in Thame or within five miles of Thame
- 60% visit the Players Theatre four or more times a year
- 63% always buy a programme and 28% buy a programme occasionally

Our high-quality full-colour A5 programme is a cost-effective vehicle for advertisers in Thame and surrounding areas, as your advertisement appears in the programmes of all five Thame Players productions between September 2024 and July 2025 inclusive. Our programmes are seen and purchased by around 4000 people who come to see Thame Players' productions. An artwork service is available. Contact Helen to discuss (see below).

## Advertisement rates and sizes

Space	Text safe	Trim	Bleed	2024-2025 rate for five programmes
	(width x height mm)			
1. Full page portrait	128 x 190	148 x 210	154 x 216	£130.00 (£26 per programme)
2. Half page landscape	87.5 x 128	97.5 x 138	n/a	£80.00 (£16 per programme)
3. Inside front/back cover Full page portrait	128 x 190	148 x 210	154 x 216	£170.00 (£34 per programme)

### ADVERTISING PLAN



- 1 & 3 Full page advert
- 2 Half page advert
- 3mm bleed
- Text safe area

### SIZES EXPLAINED

- **TEXT SAFE SIZE** is the safe area for text and important graphics, such as logos. It is recommended that all important text remains within the type size.
- **TRIM SIZE** is the size of the page to which the printer will cut - our programmes are A5
- **BLEED SIZE** is larger than the trim size, to ensure that any extra effects (colours, continuation of graphics, etc.) do in fact cover the trim size and reach the edge of the page. This is **ONLY** required on full page adverts

### FILE SPECIFICATIONS

- Files should be supplied as high-resolution **PDF files**
- PDF files should be saved as **PDF/X-1a** if possible
- If PDF is not available, high-resolution **JPG files** are also acceptable
- Files should be **300dpi resolution** and **CMYK colourspace**
- Fonts, if included, should be embedded or outlined
- Bleed, preferably with crop marks, must be supplied on full page adverts **ONLY**

### Holding a Meeting or Conference?

The Players Theatre is available for private and commercial hire. It is suitable for meetings, conferences or promotional events. It is conveniently situated just off the Upper High Street with free car parking nearby.

Email [bookings@thameplayers.co.uk](mailto:bookings@thameplayers.co.uk) for more information or to arrange a viewing.

Advertising Enquiries: email [advertising@thameplayers.co.uk](mailto:advertising@thameplayers.co.uk) or call Helen Johns on 07717 434 983

### Thame Players Theatre Company

The Players Theatre  
Nelson Street, Thame, Oxfordshire, OX9 2DP  
[www.thameplayers.co.uk](http://www.thameplayers.co.uk)