



## COACH HOUSE PLAYERS, Inc

Mailing address: PO Box 3481, Kingston, NY 12402-3481

Located at: 12 Augusta Street, Kingston, NY 12402

845 331-2476 ~ [info@coachhouseplayers.org](mailto:info@coachhouseplayers.org)

[www.CoachHousePlayers.org](http://www.CoachHousePlayers.org)

**Coach House Players Inc.** is a local not-for-profit theatrical group that has brought entertainment to the Kingston and Ulster County area for more than 60 years.

I am writing to let you know that as we enter our 68<sup>th</sup> year, Coach House Players will be producing an Ad Journal for 2018 and we welcome you to participate. I know it is early in the year, but I also know that you may need to plan your advertising budgets early as well, so I'm contacting you now.

Your willingness to participate with us will give your company four opportunities to be viewed by our patrons - **anticipated exposure would be over 1,000 viewers**. Monies collected would not only pay for our program book but would also benefit in the production of plays and building operation.

Our theatre is a 99 seat theatre and we produce four shows each season. Our season dates are April, July, August (Summer Fund-raiser Show) and November 2018.

The shows in April, July and November run for six performances each and the Summer Fund-raiser Show three performances, **a total of 21 shows**.

We respectfully are requesting your company to purchase an ad. Prices start at *1/4 page (business card) ad for \$100.00. This \$100.00 would be for all four shows.* We also offer discounted half-page, three-quarter-page and full-page ads. See the attached order form for details.

**For the 2018 season we are continuing including your ad copy** in a slide show running before every performance and during every intermission on the 60 inch video display in the media center of the Coach House lobby. This is included in your ad fee at no extra cost to you!

You may mail payment and ad copy to the mailing address on the order form. If you have questions, contact me at 339-4894. Please send your payment and copy to the address on the order form no later than January 15, 2018 to be included in the 2018 journal.

**Make check payable to Coach House Players, Inc.**

If you wish to see a copy of the current 2017 Ad Journal you pick up a copy at the Coach House before any performance, see it online at the web address above or contact me and I can send a copy to you.

Thank you.

Yours for good theatre,

*Mike Harellick*, Ad Journal editor,  
and

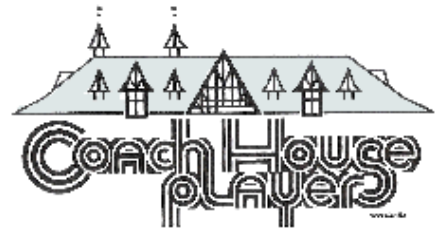
*Tom Tierney*, President

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scan for website >>



For fastest processing, please send your ad copy, this order form and check (payable to "Coach House Players, Inc.") directly to me by January 15, 2018. If questions, call me at 845 339-4894.

Michael Harellick  
Coach House Players Journal Editor  
183 Millers Lane  
Kingston, NY 12401



scan to view prior Ad Journal (PDF) >>

----- fold here for insertion into window envelope -----

Date: \_\_\_\_\_

## 2018 AD JOURNAL ORDER FORM

For: \_\_\_\_\_

\_\_\_\_\_

Item	Price
Ad in 2018 Program Ad Journal (21 performances)	
_____ Quarter page (4 ½ x 1-7/8 inches)	\$100
_____ Half page (4 ½ x 3-7/8 inches)	\$180
_____ Three-quarter page (4 ½ x 5-7/8 inches)	\$240
_____ Full page (4 ½ x 7-7/8 inches)	\$280
_____ Full page-inside cover* (4 ½ x 7-7/8 inches)	\$320

\_\_\_\_\_ \* If still available

Deadline: January 15, 2018. Thank you for your participation.

[ ] Check here if you prefer we use last year's ad copy (assuming same size as last year).