

# MAD Drama

*"Play Your Part"*

## Program Ads & ShowGrams

We're seeking advertisers inside the 2023-2024 season programs of MAD Drama, James Madison High School's Theatre Arts Department. Your support helps fund production costs and enables talented local students to stage high-quality shows for our community. Our two mainstage productions are:

**Deadwood Dick** • November 9<sup>th</sup>, 10<sup>th</sup>, & 11<sup>th</sup>, 2023

**Pippin** • May 1<sup>st</sup>, 2<sup>nd</sup>, & 4<sup>th</sup>, 2024

MAD Drama's auditorium seats 760. Our thespians stage three evening performances and one matinee for both productions. Students present print programs to the audience, which includes Vienna residents, parents, students, & other area theatre lovers. ShowGrams are personal messages in the program.

Sincere thanks for your consideration! Please complete the form below to place an ad or ShowGram.

Organization/Family: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email & Phone: \_\_\_\_\_

Student and/or family to thank for ad sale, if applicable: \_\_\_\_\_

AD SIZE <small>select one</small>	SHOW <small>check one</small>		
	FALL	SPRING	FALL & SPRING
<input type="checkbox"/> <b>Full Page</b> 7.5" w x 10" h	<input type="checkbox"/> \$200	<input type="checkbox"/> \$200	<input type="checkbox"/> \$350
<input type="checkbox"/> <b>Half Page</b> 7.5" w x 4.75" h or 3.5" w x 10" h	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100	<input type="checkbox"/> \$175
<input type="checkbox"/> <b>Quarter Page</b> 3.5" w x 4.75" h	<input type="checkbox"/> \$ 75	<input type="checkbox"/> \$ 75	<input type="checkbox"/> \$125
<input type="checkbox"/> <b>ShowGram</b> 3" x 3" square friend & family ad to recognize cast & crew member(s)	<input type="checkbox"/> \$ 50	<input type="checkbox"/> \$ 50	

**Ads run black & white**

**Please submit file**

**(PNG, JPG or PDF)**

to Bobby Monacella

at [bmonacella@gmail.com](mailto:bmonacella@gmail.com)

Questions? Feel free to call

or text me at 703-598-3498!

### DEADLINES:

**Fall Show, Ad & Payment - October 25, 2023**

**Spring Show, Ad & Payment - April 17, 2024**

**Payment is accepted by check written to MAD Drama**

**Please send this form and payment to**

James Madison High School  
c/o Advertising, MAD Drama Parents  
2500 James Madison Drive  
Vienna VA 22181

MAD Drama families also may submit this form by email and place payment in the silver lockbox on Mr. Henderson's office door, which is just outside the Black Box theatre. Please note "ShowGram" & the student's name on the memo line. When a student submits payment to Mr. Henderson, please state that in the email to [bmonacella@gmail.com](mailto:bmonacella@gmail.com).

### DESIGN HELP

We're happy to help lay out a simple ad. Just reach out by email.

One easy way to create your own ShowGram is to personalize a free template found at [Canva.org](https://www.canva.com) or in the Canva app (square invitation designs work well).

If using Google Docs or Word, setting these custom margins will generate the standard ShowGram dimensions:

Top & Bottom 4", Left & Right 2.75"

See samples on the back for ideas.

While the standard size for a ShowGram is 3" x 3", some families purchase larger ad spaces to recognize and congratulate individuals, as well as the entire cast & crew.

# SAMPLE SHOWGRAMS



**You were born for the stage, kiddo.  
Congrats!**

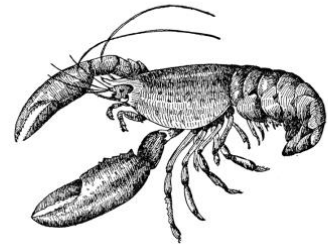
Love, Mom, Dad, & Ricky



**Great Job  
Stage Managers!**  
Allison Rachel Lizzie



**Congratulations Aaron,  
and the entire cast and  
crew of *Almost, Maine* !**



**Love from your biggest  
fans, Mom and Dad**

