

The Midland Theatre Marketing Support

The Midland Theatre provides marketing support for performances and acts appearing on our stage. Here are some of the elements we offer:

STANDARD

1. Announcement and/or On Sale email to database of approximately 14,000
2. Announcement and listing on MidlandTheatre.org website
3. Inclusion in rolling Shows and Events flyer distributed and posted at various high traffic locations in the Newark area
4. Event listing with co-hosting option on Midland Facebook page with 14,000+ followers
5. Additional postings on Facebook and Instagram with possible boosting option
6. Generalized marketing on Google Ad - servicing the Columbus and Zanesville DMAs which includes the Newark, OH area

OPTIONAL | EXTRA

1. Radio commercial campaign on select station(s) based on format and target demo
2. Spotify audio campaign based on format
3. RTW, on-air and/or online ticket giveaways with promotional support
4. Show specific online display ad campaign via Google Ad
5. Local TV or radio interview segment with artist(s)