



## FINDING AID: WOMEN, THE MARKETING FILES

### Collection Overview

**Identifier:** MARK251-253

**Inclusive Dates:** 2001

**Extent:** 3

### Scope and Content

Folder 251. Advertising, Creative, Budgets (includes on-sale information, ad treatment, artwork ideas, subscriber mailings, Front of House artwork, ad clippings, special event mailers, WE sponsorship agreement and correspondence, Lifetime Television agreement, original playbill from Ethel Barrymore Theatre) -- Folder 252. Press (includes Next magazine with cast on front cover and Time Out Magazine with Jennifer Tilly and Kristen Johnston on cover) -- Folder 253. Communications report prepared by Stage and Screen with television placement and advertisements for affiliate channels nationwide.

**Access Restrictions:** No restrictions.

### Library of Congress Subject Headings

Marketing [info:lc/authorities/subjects/sh85081333]

Advertising, Direct-mail [info:lc/authorities/subjects/sh85001181]

Roundabout Theatre Company [info:lc/authorities/names/n84002005]

### Related Staged Production

Women, The

### Parent Collection

Marketing Department Show Files - U to W