



FINDING AID: FOLLIES MARKETING FILES

Collection Overview

Identifier: MARK73-76

Inclusive Dates: 2004

Extent: 4

Scope and Content

Folder 73. Advertising, Creative, Budgets (includes artwork mockups, correspondence, budgets, ticketing, mailers, examples of other Follies playbills, xerox copies of production stills) -- Folder 74. Advertising (clippings of ad treatment) -- Folder 75. Reviews (clippings, xerox copies, copy of Sondheim Review Spring 2001) -- Folder 76. Press (includes radio spot text).

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

Follies

Parent Collection

Marketing Department Show Files - E to F