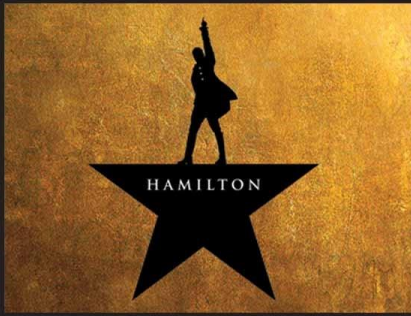


PLAYBILL ADVERTISING RATES/CONTRACT

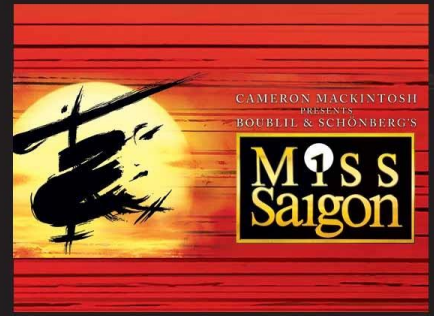
2019 - 2020 FIFTH THIRD BANK BROADWAY SERIES



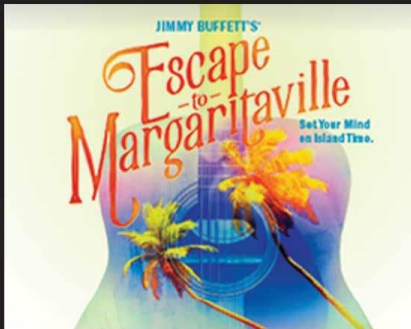
January 14-26



February 18-23



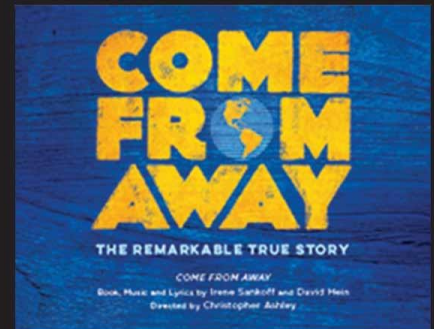
March 10-15



April 1-5



April 7-12



April 21-26

Advertiser: _____

Contact: _____

Billing Address: _____

Phone: _____ Email: _____

Ad Size: Full Page (\$4,750) 1/2 Page V (\$2,850) 1/2 Page H (\$2,850)

1/4 Page V (\$1,750) 1/4 Page H (\$1,750) Double Page (\$8,250)

Ad Placement: Best Available Premium (+\$1,000 for Full Page, +\$800 for 1/2 Page)

Special Request: _____

Amount Due (Rates are listed at NET): _____ Payment Due Date: _____

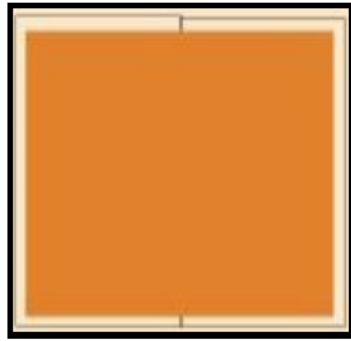
Signature/Title

Lisette Quintero, Marketing Coordinator
 Email: lquintero@bbmannpah.com
 Phone: (239) 489-3033 x 3109

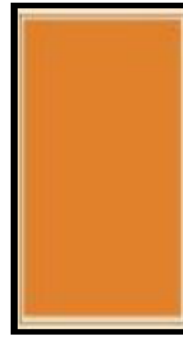
Date



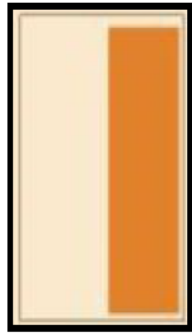
AD SPECIFICATIONS



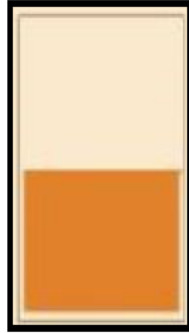
Double-Page Spread
Image Live Area
10.25" x 7.75"
(Bleed: 11.125" x 8.625")*



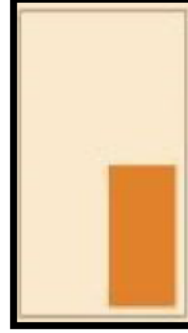
Full-Page
Image Live Area
4.75" x 7.75"
(Bleed: 5.625" x 8.625")*



1/2-Page V
2.25" x 7.75"



1/2-Page H
4.75" x 3.75"



1/4-Page V
2.25" x 3.75"



1/4-Page H
4.75" x 1.75"

Trim Double-Page: 11" x 8.5"

Trim Full-Page: 5.5" x 8.5"

***PLEASE NOTE: For full-page ads or double-page spreads; remember to extend the bleed 1/8" past trim. Preferred Formats: High Res PDF or JPEG.**

ADVERTISING GUIDELINES & POLICIES

1. Barbara B. Mann PAH reserves the right to refuse any advertising. Advertising rates indicated are at NET.
2. BBMannPAH does not provide ad production service, all ads must be submitted camera-ready.
3. Position requests are not guaranteed, every effort will be made to accommodate those requests.
4. In the event of an error, BBMannPAH's liability, if any, will be limited to the cost of the ad.

TARGET MARKET

Association with the Barbara B. Mann Performing Arts Hall is an opportunity for you to reach a fast-growing and ever changing lifestyle and demographic group. Our audience is comprised of residents from Lee (Cape Coral, Fort Myers, Sanibel, Estero, Bonita Springs, Lehigh) Collier (Naples, Marco Island) and Charlotte (Punta Gorda, Port Charlotte) Counties, who are educated and discerning individuals with discretionary incomes.

Primary Age: 45+ years (Secondary: 30-65 years)

Average Household Income: \$100,000

Attendance:

2015-2016: 174,000 over 171 performances

2016-2017: 182,000 over 179 performances

2017-2018: 187,000 over 172 performances

Economic Impact:

2015-2016: \$22 million

2016-2017: \$23 million

2017-2018: \$25 million