

# PLAYBILL ADVERTISING RATES / CONTRACT



## 22-23 FIFTH THIRD BANK BROADWAY SERIES "Where Broadway Comes to You"



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: no later than 12/31/22

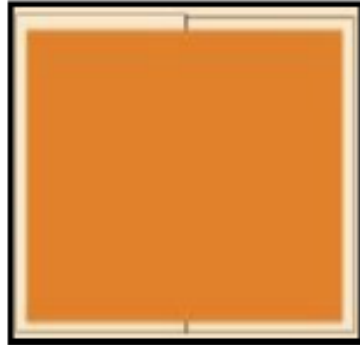
Signature/Title

Date

E-Mail Contact: [bbmannplaybill@gmail.com](mailto:bbmannplaybill@gmail.com)  
 Additional questions: Peg Welty, Director of Marketing  
[pwelty@bbmannpah.com](mailto:pwelty@bbmannpah.com)



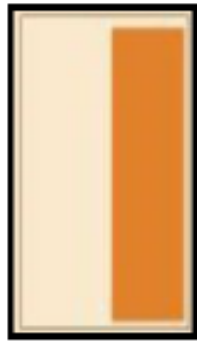
## AD SPECIFICATIONS



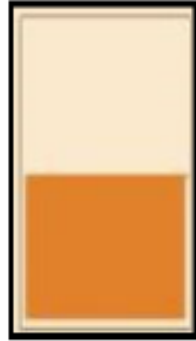
**Double-Page Spread**  
Image Live Area  
10.25" x 7.75"  
(Bleed: 11.125" x 8.625")\*



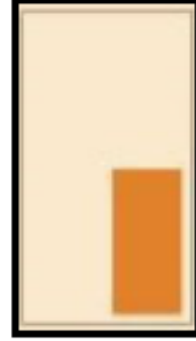
**Full-Page**  
Image Live Area  
4.75" x 7.75"  
(Bleed: 5.625" x 8.625")\*



**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