



PERFORMING  
**ARTS  
HALL**  
BBMANPAH.COM

*Get Brand Exposure in over 100,000 Broadway Playbills*

**Put your advertising where your  
preferred customers are!**

*Your Upscale and Affluent Target Audiences are our Patrons*

**THE 2025-2026 FIFTH THIRD BANK BROADWAY SERIES**  
**SIX SHOWS, 48 PERFORMANCES**

SHOW	DATES
 <b>SOME LIKE IT HOT</b>	JANUARY 13-18, 2026
 <b>Indiscreet</b>	FEBRUARY 3-8, 2026
 <b>BACK TO THE FUTURE THE MUSICAL</b>	FEBRUARY 17-22, 2026
 <b>MAMMA MIA!</b>	MARCH 10-15, 2026
 <b>Kimberly Akimbo</b>	APRIL 1-5, 2026
 <b>MOULIN ROUGE!</b>	APRIL 7-12, 2026

**AND TWO PERFORMANCES OF** **STOMP**  
ESTABLISHED IN 1994 NYC

Over **100,000 printed** Playbill editions are distributed to our Full-time and Winter Resident Patrons throughout our **National Touring Broadway Season**, spanning 50 performances. As an added value, our digital Playbill version averages over **1,000** digital views per series engagement.

**Demographics of our Playbill Readers: Affluent Adults ages 45+**

**County of Full or Part-time Residency:**

**Lee: 81%** (Fort Myers, Cape Coral, Sanibel, Estero, Bonita Springs, North Fort Myers, Lehigh Acres)

**Collier: 13%** (Naples, Marco Island)

**Charlotte: 6%** (Punta Gorda, Port Charlotte)



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## 2025-2026 Playbill Advertising Rates/Contract

### 1. Select your Ad Size:

- ☐ Double Page (\$7,975)
- ☐ Full Page (\$4,975)
- ☐ 3/4 Page Vertical (\$3,775)
- ☐ 1/2 Page Vertical (\$2,975)
- ☐ 1/2 Page Horizontal (\$2,975)
- ☐ 1/4 Page Vertical (\$1,775)
- ☐ 1/4 Page Horizontal (\$1,775)

### 2. Select your Ad Placement:

- ☐ Best Available
- ☐ Premium Position (as available):  
+\$1500 for Full Page, +\$750 for 1/2 Page

GET FEATURED IN  
NATIONAL TOURING BROADWAY PLAYBILLS!



2024-2025 SEASON EXAMPLE

### 3. Complete your contact and billing information:

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Amount Due** (rates are listed as NET): \_\_\_\_\_

**Print-ready art materials deadline:** 10/3/2025

**Payment Due Date:** 12/31/2025

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



## AD SPECIFICATIONS



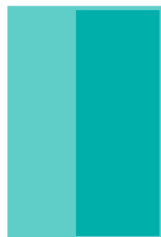
**Double-Page Spread**  
**Image Live Area**  
10.25" x 7.75  
(Bleed: 11.125" x 8.625")\*



**Full-Page**  
**Image Live Area**  
4.75" x 7.75  
(Bleed: 11.125" x 8.625")\*



**3/4 Page Vertical**  
4.75" x 5.625"



**1/2 Page Vertical**  
2.25" x 7.75



**1/2 Page Horizontal**  
4.75" x 3.75"



**1/4 Page Vertical**  
2.25" x 3.75"



**1/4 Page Vertical**  
2.25" x 3.75"

**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. Barbara B. Mann PAH does not provide ad production service; all ads must be submitted print-ready.
3. Position requests are not guaranteed; every effort will be made to accommodate those requests.
4. In the event of an error, Barbara B. Mann PAH liability, if any, will be limited to the cost of the ad.

## Questions?

**Email:** Director of Marketing, Tim Hardy at [THardy@bbmannpah.com](mailto:THardy@bbmannpah.com)

**Phone:** (239) 481-4849 ext. 3102