



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

 JANUARY 13-18, 2026	 FEBRUARY 3-8, 2026	 FEBRUARY 17-22, 2026	 MARCH 10-15, 2026	 APRIL 1-5, 2026	 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)



PERFORMING
**ARTS
HALL**
BBMANPAH.COM

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



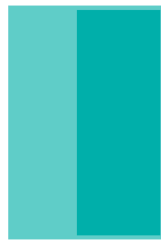
**Double-Page Spread
Image Live Area**
10.25" x 7.75
(Bleed: 11.125" x 8.625")*



**Full-Page
Image Live Area**
4.75" x 7.75
(Bleed: 5.625" 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
Horizontal**
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. 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

Phone: (239) 481-4849 ext. 3102