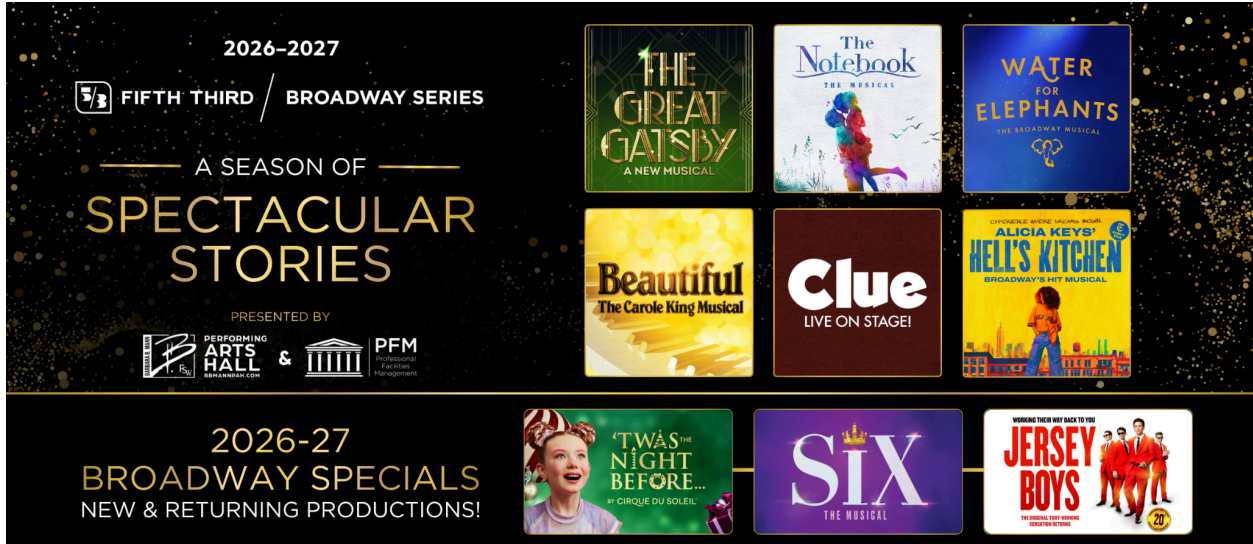




**PERFORMING
ARTS
HALL**
BBMANPAH.COM

2026-2027 Broadway Playbill Advertising
*Your Upscale and Active Target
Audiences are our Patrons!*

Get Your Brand Exposure in 100,000 Broadway Playbills!



The 2026-2027 Season spans **64** performances from **November 2026 through April 2027** and features six (6) National Touring Broadway shows and three (3) Broadway Specials.

Nine (9) editions of the Playbills will be **printed** and 100,000 copies **distributed** to every patron at all 64 performances.

*As an added value, our digital Playbill version averages over **1,000** digital views per series engagement.*

<i>'Twas The Night Before... by Cirque du Soleil</i>	November 13-14, 2026
<i>BEAUTIFUL: The Carole King Musical</i>	January 5-10, 2027
<i>The Great Gatsby</i>	January 26-31, 2027
<i>Clue</i>	February 2-7, 2027
<i>Water For Elephants</i>	February 16-21, 2027
<i>SIX</i>	March 5-7, 2027
<i>The Notebook</i>	March 16-21, 2027
<i>JERSEY BOYS</i>	March 30 - April 4, 2027
<i>HELL'S KITCHEN</i>	April 7-11, 2027

Demographics of our Playbill Readers: Affluent and Active 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)



2026-2027 Playbill Advertising Rates/Contract

Dates of Distribution: November 2026 - April 2027

1. Select Your Ad Size:

- Double Page (\$7,995)
- Full Page (\$4,995)
- 3/4 Page Vertical (\$3,795)
- 1/2 Page Vertical (\$2,995)
- 1/2 Page Horizontal (\$2,995)
- 1/4 Page Vertical (\$1,795)
- 1/4 Page Horizontal (\$1,795)

2. Select Your Ad Placement:

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

3. Complete Your Contact and

Billing Information:

Advertiser: _____
 Contact: _____
 Billing Address: _____
 City _____ State _____ Zip _____
 Phone: _____ Email: _____

Amount Due (rates are listed as NET): _____

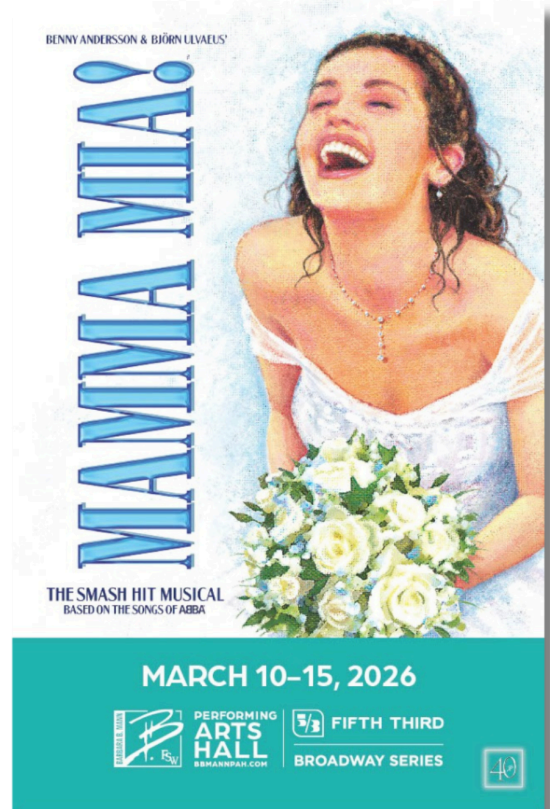
Spot Reservation Deadline: 09/04/2026

Print-ready Art Materials Deadline: 09/18/2026

Payment Due Date: 10/30/2026

Authorized Signature: _____ **Date:** _____

GET FEATURED IN
NATIONAL TOURING BROADWAY PLAYBILLS!



2025 - 2026 SEASON EXAMPLE



AD SPECIFICATIONS



Double-Page Spread
Image Live Area
10.25" x 7.75"
(Bleed: 11.125" x 8.625")*
Trim Double-Page: 11" x 8.5"

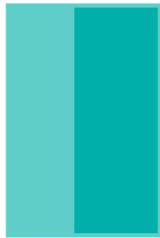


Full-Page
Image Live Area
4.75" x 7.75"
(Bleed: 5.625" x 8.625")*
Trim Full-Page: 5.5" x 8.5"

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



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"

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