

# 2018-2019 FIFTH THIRD BANK BROADWAY SERIES



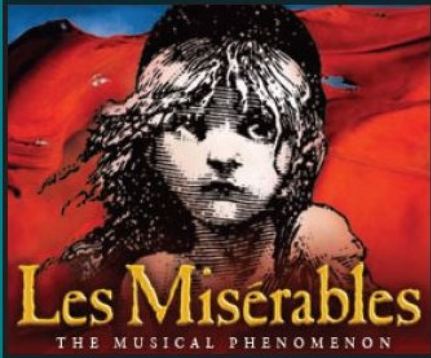
January 1-6, 2019



January 23-27, 2019



February 5-10, 2019



February 19-24, 2019



March 5-10, 2019



April 3-21, 2019

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

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

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

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

Ad Size:  Full Page (\$4,500)  1/2 Page V (\$2,700)  1/2 Page H (\$2,700)  
 1/4 Page V (\$1,500)  1/4 Page H (\$1,500)  Double Page (\$8,000)

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: \_\_\_\_\_

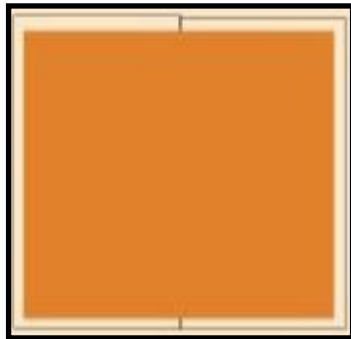
Signature/Title

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

Date



## AD SPECIFICATIONS



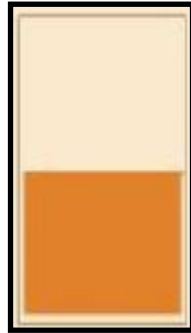
**Double-Page Spread  
Image Live Area  
10.25" x 7/75"  
(Bleed: 11.125" x 8.625")\***



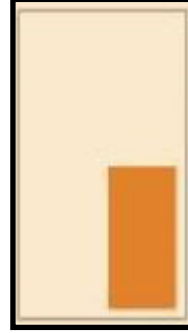
**Full-Page  
Image Live Area  
4.75" x 7.75"  
(Bleed: 5.625" x 8.625")\***



**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