

# 2017-18 PLAYBILL ADVERTISING



*Finding Neverland* company. Photo by Jeremy Daniel.

McGee Maddox and Allison Walsh in *An American in Paris*. Photo by Matthew Murphy.



## SHOW SCHEDULE

### Broadway Sacramento

**2017 - 18**

- FINDING NEVERLAND APR 10-15
- AN AMERICAN IN PARIS MAY 16-27

### Music Circus 2018

- SINGIN' IN THE RAIN JUN 12-17
- 7 BRIDES FOR 7 BROTHERS JUN 26 - JUL 1
- NEWSIES JUL 10-15
- GYPSY JUL 24-29
- MAMMA MIA! AUG 7-12
- LITTLE SHOP OF HORRORS AUG 21-26

### BROADWAY SACRAMENTO

**2018 - 19**

ADVERTISING ON SALE APRIL 23, 2018

## AUDIENCE DEMOGRAPHICS

Theatre patrons are educated, affluent and believe entertainment and luxuries are a necessary part of living.

- 70% female
- 89% 35+ years old
- Average age is 53.8
- Average household income of \$100,000
- 74% are college educated
- 31% hold advanced degrees

**Our theatre audiences are active, engaged and loyal. They'll respond to your message. Additionally, your support of CMT, a nonprofit organization that offers the Sacramento community valuable theatre education programs, will be viewed favorably by your customers.**

## ABOUT THE COMPANY

California Musical Theatre (CMT) is the largest nonprofit musical theatre company in California. Since establishing the summer Music Circus series in 1951, CMT has grown to become the most successful performing arts organization in Northern California. Music Circus and Broadway Sacramento entertain approximately 250,000 patrons every year.

CALIFORNIA MUSICAL THEATRE | RICHARD LEWIS PRESIDENT/CHIEF EXECUTIVE OFFICER | SCOTT KLIER PRODUCING ARTISTIC DIRECTOR

1510 J STREET, SUITE 200 SACRAMENTO, CA 95814 | PHONE: (916) 446-5880 | FAX: (916) 446-1370 | EMAIL: CMT@CALMT.COM



## IMPRESSIONS

- More than 12,000 season ticket buyers
- 155,000 average tickets sold each year
- Performances at the Sacramento Community Center Theater, 1301 L Street
- Established 1989
- Largest performing arts event in the Sacramento Region
- Broadway Equity National Tours
- Ticket price range: \$25 - \$102

## RATES

### BROADWAY SACRAMENTO 2017 - 18

*Beautiful - The Carole King Musical* (2 weeks) | *Something Rotten!* | *Jersey Boys* | *The Book of Mormon* (2 weeks) | *Finding Neverland* | *An American in Paris* (2 weeks)

### 6-SHOW SEASON PACKAGES

9 WEEKS - estimated attendance of more than 155,000. All shows 1 week except *Beautiful - The Carole King Musical*, *The Book of Mormon* and *An American in Paris* which are each 2 weeks.

SIZE	SPECS	COLOR
FULL page	5" x 8"	\$9,500
1/2 page	5" x 3.875"	\$4,750
1/4 page horizontal	5" x 1.875"	\$2,375
<b>Premium Placement FULL PAGE ONLY</b>		
	Back cover	\$19,000
	Inside front cover	\$14,500
	Opposite scenes	\$14,500
	Opposite company	\$12,500

### PER WEEK RATES

SIZE	SPECS	COLOR
FULL page	5" x 8"	\$2,500
1/2 page	5" x 3.875"	\$1,250
1/4 page horizontal	5" x 1.875"	\$625
<b>Premium Placement FULL PAGE ONLY - Priority to 6-show package advertisers:</b>		
	Back cover	\$4,750
	Inside front cover	\$3,750
	Opposite scenes	\$3,750
	Opposite company	\$3,250



## IMPRESSIONS

- More than 10,000 season ticket buyers
- 100,000 average tickets sold each year
- Performances at the Wells Fargo Pavilion, 1419 H Street
- Established 1951
- The largest continually operating musical theatre-in-the-round in the country
- Formerly an open air theatre under a tent
- Now a comfortable, indoor, air-conditioned theatre
- Family friendly atmosphere with a large outdoor courtyard lobby
- Professional Equity theatre
- Most performers cast from New York, Los Angeles and Sacramento
- Ticket price range: \$45 - \$74

## RATES

### MUSIC CIRCUS 2018

*Singin' in the Rain* | *Seven Brides for Seven Brothers* | *Disney's Newsies* | *Gypsy* | *MAMMA MIA!* | *Little Shop of Horrors*

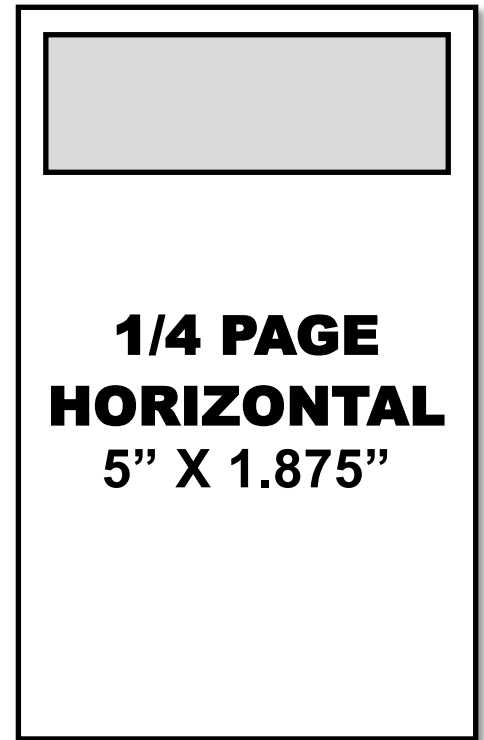
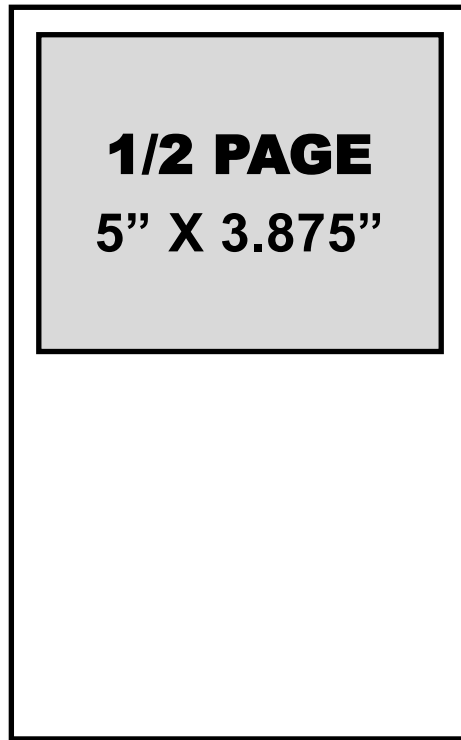
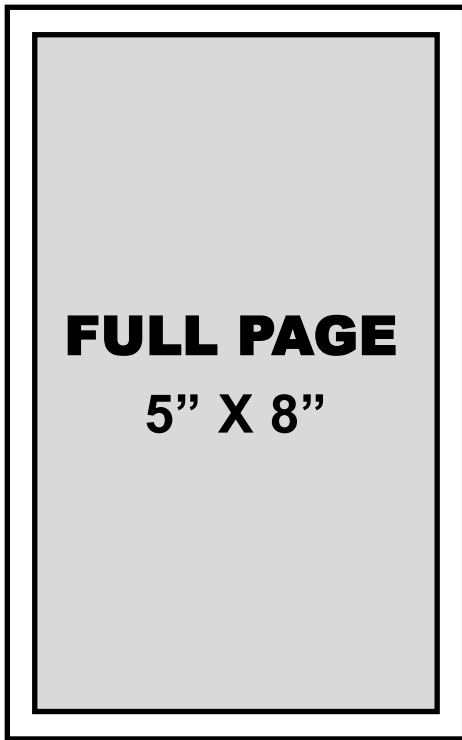
### 6-SHOW SEASON PACKAGES

6 WEEKS - estimated attendance of more than 100,000.  
(RATES ARE SUBJECT TO CHANGE FOR 2018 SEASON)

SIZE	SPECS	COLOR
FULL page	5" x 8"	\$7,000
1/2 page	5" x 3.875"	\$3,700
1/4 page horizontal	5" x 1.875"	\$1,900

#### Premium Placement FULL PAGE ONLY:

Back cover	\$13,500
Opposite contents	\$7,800
Opposite scenes	\$7,800
Opposite company	\$7,800



## DIGITAL GUIDELINES

### PREFERRED FILE FORMAT:

### PDF - Adobe Acrobat

- Images should be saved in "high" or "press" resolution (300 dpi).
- Please be sure that fonts have been embedded.
- Files created in QuarkXPress, Illustrator, Photoshop or InDesign, as well as EPS, TIFF or JPEG formats are acceptable, however, please be sure to include all fonts and placed files.

### ELECTRONIC DELIVERY:

### E-MAIL

- Files smaller than 3MB should be emailed to [ethomas@calmt.com](mailto:ethomas@calmt.com)

### UPLOAD/FILE SHARING

- Send link via dropbox or hightail to [ethomas@calmt.com](mailto:ethomas@calmt.com)

## SHOW

## DUE

## SCHEDULE

<b>FINDING NEVERLAND</b>	<b>MAR 29</b>	APR 10 - 15, 2018
<b>AMERICAN IN PARIS</b>	<b>MAY 3</b>	MAY 16 - 27, 2018
<b>MUSIC CIRCUS 2018</b>	<b>MAY 29</b>	JUN 12 - AUG 26



Company of Disney's *Beauty and the Beast*. Music Circus 2017 Photo by Charr Crail.

## CONTACT:

**ELISABETH THOMAS**

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## **TERMS AND CONDITIONS**

### **Credit and Payment Terms**

Payment in advance is required unless explicit payment plan is agreed to within this contract. All past due accounts will be invoiced at the beginning of each month. Overdue accounts (30 days past due) may be charged a 1.5% interest rate per month (18% annually). California Musical Theatre will withhold publication of advertisement if more than 60 days past due.

### **Acts of God**

In the event of flood, fire, earthquake, strike or other emergencies this contract shall be waived for the period of time, and neither California Musical Theatre nor the Advertiser shall be liable for damages.

### **Circulation**

Advertiser is contracting with California Musical Theatre for inclusion in performance programs (the playbill) regardless of actual audience attendance. The theatre makes the best effort to estimate circulation size based upon season schedule and recent attendance trends. The theatre makes no guarantee to actual attendance and is not liable for circulation shortfalls. Cancellation of productions or performances will result in a pro-rated adjustment to the contract and a credit applied for future advertising contracts.

### **Copy and Contract Regulations**

Advertising space ordered under contract may not be used in the interest of any other than the advertiser named on the contract.

Advertising called by the advertiser/agency after the art deadline will be subject to a penalty of 33% of the contract. An advertiser's failure to meet the deadline for art delivery is considered a cancelled advertisement.

Camera-ready advertisement is defined as artwork that requires no alteration by the theatre publisher, including resizing, editing, typesetting, conversion or otherwise making additions or deletions to the ad. California Musical Theatre reserves the right to charge for alterations to advertising at a rate up to \$50 per hour. Further, California Musical Theatre may cancel submitted advertising that does not meet provided specifications.

If a contract is cancelled by the advertiser prior to fulfillment, the contract may be recalculated based upon the published rate card in light of the actual insertion.

Theatre publisher reserves the right to revise or reject any advertisement that closely resembles editorial matter that is deemed objectionable in appearance or subject matter or that is questionable in standard business ethics or public policy. The publisher reserves the right to insert the word "advertisement" above any copy.

California Musical Theatre has contractual relationships with national touring producers, theatrical licensors and sponsors that may supersede this contract. The publisher reserves the right to cancel any advertising contracts that conflict with the best business interests of California Musical Theatre.

If an error in advertising copy, size or omission occurs which is the fault of California Musical Theatre and the advertiser notifies the theatre of said error within two weeks of publication, one of the following remedies may be offered: California Musical Theatre may offer a "make good" advertisement in the next available issue following disclosure of the error or the theatre may cancel charges for the portion of the advertisement rendered valueless by the error.

California Musical Theatre cannot assume further responsibility for mistakes after one or more of the remedies listed above have been employed and the advertiser expressly agrees that a contract or insertion order shall not be invalidated by mistakes. In no event will the theatre be liable for any costs, damages or loss (including without limitation loss of projected earnings) directly or indirectly arising from errors in advertisements or ad placement or failure to publish an advertisement or circulate all or part of an issue.

It is agreed that the advertiser/agency will indemnify and save the theatre harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

Advertiser represents to the theatre that advertiser and its agents, if any, have the full legal right to publish, in their entirety, all advertisements submitted for publication hereunder, including the use of copyrights, trademarks and likenesses, and by publishing any of such advertisements theatre will not violate the rights of any person or any federal, state, or local statutes or rules and regulations of any applicable federal, state or local authority, and advertiser agrees to indemnify theatre, and hold it harmless from and defend it against any losses, expenses, suits of claims (and any and all costs and claims, including without limitation, attorney's fees) which publisher may incur and which arise out of the publication by it of any such advertisements, including, without limitation of the foregoing, any claims of libel, violation of rights of privacy, plagiarism, unfair competitions of trade practices, or copyright and/or trademark infringement.

California Musical Theatre has the right to reject or cancel any advertising which, in our opinion, does not conform to the standards of the publication.

**By signing the attached advertising invoice, you are agreeing to the above terms and conditions.**