

2018-19

PLAYBILL ADVERTISING

BROADWAY SACRAMENTO



Michael James Scott as the Genie in Disney's ALADDIN. ©Disney. Photo by Deen van Meer.
Charity Angel Dawson, Desi Oakley and Lenne Klingaman in WAITRESS. Photo by Joan Marcus.

SHOW SCHEDULE

Broadway On Tour

2018 - 19

- ON YOUR FEET! OCT 30 - NOV 4
- WAITRESS DEC 27 - JAN 5
- STOMP FEB 1 - 10
- FALSETTOS MAR 12 - 17
- CATS APR 2 - 7
- LIGHTNING THIEF ... APR 19 - 21
- ALADDIN MAY 15 - JUN 2

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 \$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 BWS, a nonprofit organization that offers the Sacramento community valuable theatre education programs, will be viewed favorably by your customers.

ABOUT THE COMPANY

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

Broadway At Music Circus

2019

TO BE ANNOUNCED

1510 J STREET, SUITE 200 SACRAMENTO, CA 95814 · PHONE: (916) 446-5880 · FAX: (916) 446-1370 · BROADWAYSACRAMENTO.COM

RICHARD LEWIS PRESIDENT/C.E.O. · SCOTT KLIER PRODUCING ARTISTIC DIRECTOR/C.O.O.



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 ON TOUR 2018 - 19

ON YOUR FEET! | WAITRESS (2 weeks) | STOMP (1.5 weeks) | FALSETTOS | CATS |
THE LIGHTNING THIEF: THE PERCY JACKSON MUSICAL (4 performances only) | ALADDIN (3 weeks)

7-SHOW SEASON PACKAGES

10 WEEKS - estimated attendance of more than 155,000

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
Premium Placement FULL PAGE ONLY		
	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
Premium Placement FULL PAGE ONLY - Priority to 6-show package advertisers:		
	Back cover	\$4,750
	Inside front cover	\$3,750
	Opposite scenes	\$3,750
	Opposite company	\$3,250



IMPRESSIONS

- Nearly 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 - \$100

RATES

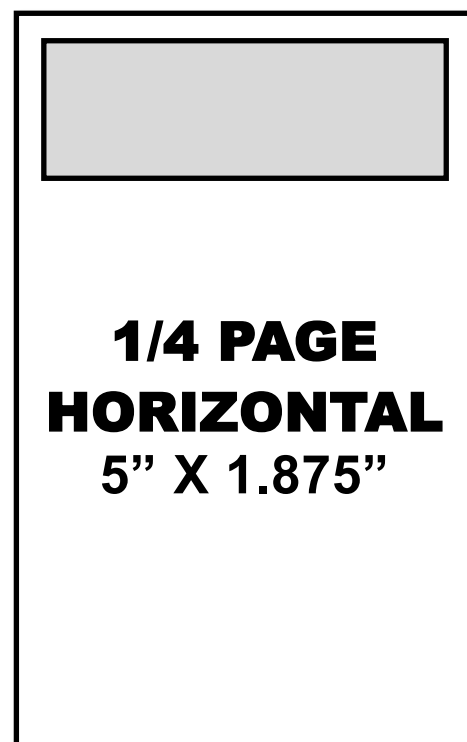
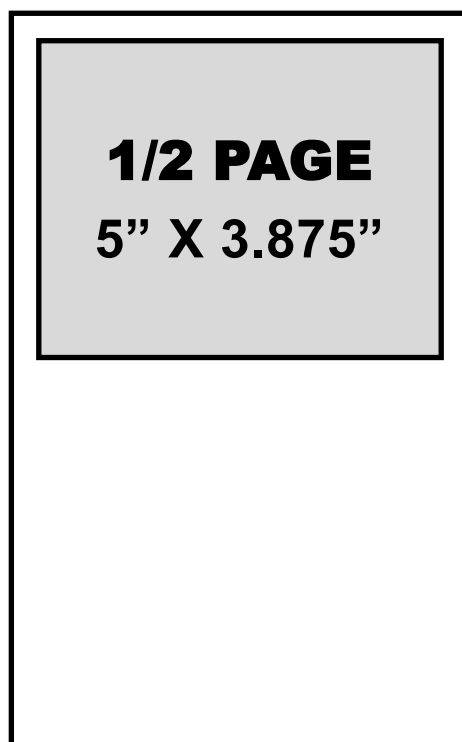
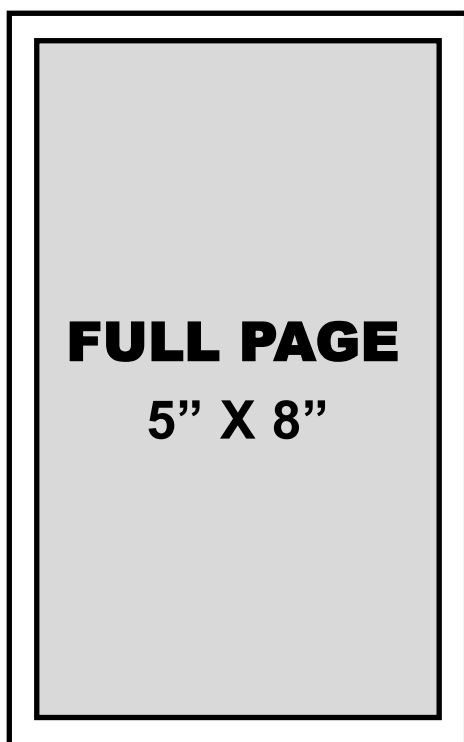
BROADWAY AT MUSIC CIRCUS 2018

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.

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

UPLOAD/FILE SHARING

- Send link via dropbox or iCloud
ethomas@calmt.com

SHOW	DUE	SCHEDULE
ON YOUR FEET!	OCT 11	OCT 30 - NOV 4
WAITRESS	DEC 10	DEC 27 - JAN 5
STOMP	JAN 21	FEB 1 - 10
FALSETTOS	FEB 28	MAR 12 - 17
CATS	MAR 21	APR 2 - 7
THE LIGHTNING THIEF ...	APR 8	APR 19 - 21
ALADDIN	MAY 2	MAY 15 - JUN 2
MUSIC CIRCUS 2019	TBA	JUN - AUG



Noah Racey in
SINGIN' IN THE
RAIN, Broadway At
Music Circus 2018.
Photo by Charr
Crail.

CONTACT:

ELISABETH THOMAS
Marketing & P.R. Manager
(916) 446-5880 x.112
ethomas@broadwaysacramento.com

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). Broadway Sacramento 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 Broadway Sacramento nor the Advertiser shall be liable for damages.

Circulation

Advertiser is contracting with Broadway Sacramento 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. Thea 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. Broadway Sacramento reserves the right to charge for alterations to advertising at a rate up to \$50 per hour. Further, Broadway Sacramento 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.

Broadway Sacramento 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 Broadway Sacramento.

If an error in advertising copy, size or omission occurs which is the fault of Broadway Sacramento and the advertiser notifies the theatre of said error within two weeks of publication, one of the following remedies may be offered: Broadway Sacramento 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.

Broadway Sacramento 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.

Is it 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.

Broadway Sacramento 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.