



IMPRESSIONS

- 12,000+ season ticket buyers
- 150,000 average tickets sold each year
- Established 1989
- Largest performing arts event in the Sacramento Region
- Broadway National Tours
- Average ticket price range: \$34 - \$110
- Performances held at the newly-renovated SAFE Credit Union Performing Arts Center (formerly Community Center Theater)

BROADWAY ON TOUR RATES

7-SHOW SEASON PACKAGES

8 WEEKS - estimated attendance of more than 150,000

2023

HADESTOWN (1 week)

LES MISÉRABLES (1 week)

AIN'T TOO PROUD (1 week)

DR. SEUSS' HOW THE GRINCH STOLE

CHRISTMAS! THE MUSICAL (1 week)

2024

JAGGED LITTLE PILL (1 week)

SIX THE MUSICAL (2 weeks)

ANNIE (1 week)



FULL PAGE COLOR

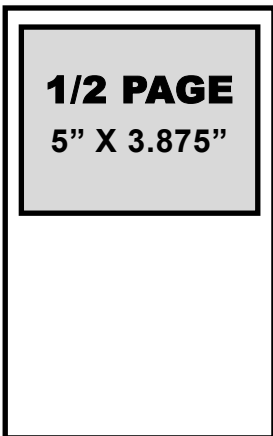
SEASON RATES

Interior	\$10,000
Opposite company	\$13,800
Opposite scenes	\$16,000
Inside front cover	\$16,000
Back cover	\$21,000

WEEKLY RATES

Interior	\$2,800
Opposite company	\$3,600
Opposite scenes	\$4,200
Inside front cover	\$4,200
Back cover	\$5,300

Premium locations FULL PAGE ONLY, priority to 7-show season package



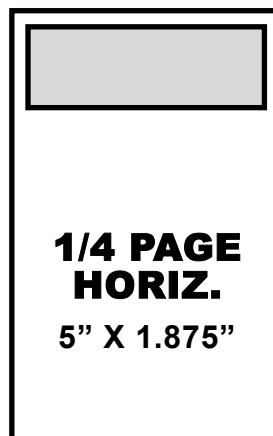
HALF PAGE COLOR

SEASON RATE

Interior - \$5,500

WEEKLY RATE

Interior - \$1,400



QUARTER PAGE COLOR

SEASON RATE

Interior - \$3,000

WEEKLY RATE

Interior - \$700

CONTACT: Sara Hanson
(916) 446-5880 X. 128
shanson@broadwaysacramento.com