



DISNEY'S THE LION KING | JAN 7 - 25, 2026

BROADWAY SACRAMENTO 2025-26 MEDIA KIT

BROADWAY ON TOUR



BROADWAY SACRAMENTO



BROADWAY
AT MUSIC CIRCUS



BROADWAY
ON TOUR

ABOUT BROADWAY SACRAMENTO

Broadway Sacramento is California's largest non-profit musical theatre producing organization. Since establishing the Broadway At Music Circus series in 1951, Broadway Sacramento has become a cornerstone of Northern California's performing arts community. Broadway At Music Circus and Broadway On Tour entertain approximately 350,000 patrons every year.

BUSINESS ADDRESS

1510 J STREET, SUITE 200
SACRAMENTO, CA 95814

PHONE

(916) 446-5880

WEBSITE

BROADWAYSACRAMENTO.COM

MEDIA CONTACT:

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Associate Director of Marketing and PR



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BROADWAY SACRAMENTO

BY THE NUMBERS

350,000
COMBINED YEARLY PATRONS



100K
SUBSCRIBERS



31K
FOLLOWERS



24K
FOLLOWERS



2K
FOLLOWERS



1K
FOLLOWERS

Figures above are based on Broadway On Tour and Broadway At Music Circus combined annual attendance and social media data.

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

- **72% FEMALE**
- **89% 35+ YEARS OLD**
- **AVERAGE AGE IS 53.8**
- **AVERAGE HOUSEHOLD INCOME \$162,000**
- **81% ARE COLLEGE EDUCATED**
- **38% HOLD ADVANCED DEGREES**

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

8-SHOW SEASON PACKAGE (14 WEEKS)

14 WEEKS ESTIMATED 215,000 IMPRESSIONS

2025

SOME LIKE IT HOT (1 WEEK)
& JULIET (2 WEEKS)

2026

DISNEY’S THE LION KING (3 WEEKS)
MOULIN ROUGE! THE MUSICAL (1 WEEK)
BEETLEJUICE (1 WEEK)
MJ THE MUSICAL (2 WEEKS)
BACK TO THE FUTURE (2 WEEKS)
HELL’S KITCHEN (2 WEEKS)

BROADWAY ON TOUR SERIES

- Broadway National Tours
- Tour series established 1989
- 10,000+ season ticket buyers
- 215,000 average tickets sold each year
- California’s leading nonprofit producer of musical theatre
- Average ticket price range: \$34 - \$110
- Performances held at SAFE Credit Union Performing Arts Center

FULL PAGE
5" X 8"
(no bleed)

FULL PAGE COLOR

SEASON RATES

Interior	\$10,500
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

HALF PAGE
5" X 3.875"
(no bleed)

SEASON RATE

Interior - \$5,775

WEEKLY RATE

Interior - \$1,400

QUARTER PAGE
5" X 1.875"
(no bleed)

SEASON RATE

Interior - \$3,150

WEEKLY RATE

Interior - \$700



ART DEADLINES

SOME LIKE IT HOT	SEPT 9 - 14, 2025	AUG 28
& JULIET	SEPT 24 - OCT 5, 2025	SEPT 11
DISNEY'S THE LION KING	JAN 7 - 25, 2026	DEC 18
MOULIN ROUGE! THE MUSICAL	FEB 3 - 7, 2026	JAN 22
BEETLEJUICE	FEB 17 - 22, 2026	FEB 5
MJ THE MUSICAL	APR 8 - 19, 2026	MAR 26
BACK TO THE FUTURE	MAY 13 - 24, 2026	APR 30
HELL'S KITCHEN	JUL 29 - AUG 9, 2026	JUL 16

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.
- PDF files created in Illustrator, Photoshop or InDesign.

E-MAIL

- Files smaller than 33MB should be emailed to shanson@broadwaysacramento.

UPLOAD/FILE SHARING

- Send link via Dropbox or weTransfer shanson@broadwaysacramento.com

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. Broadway Sacramento 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

Camera-ready advertisement is defined as artwork that requires no alteration by Broadway Sacramento, including resizing, editing, 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 the placement deadline, the contract may be recalculated based upon the published rate card in light of the actual insertion.

Broadway Sacramento reserves the right to revise or reject any advertisement that closely resembles the logo or promotional art for a show, or editorial matter that is deemed objectionable in appearance or subject matter or that is questionable in standard business ethics or public policy. Broadway Sacramento 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. Broadway Sacramento reserves the right to cancel any advertising contracts that conflict with its best business interests.

If an error in advertising copy, size or omission occurs which is the fault of Broadway Sacramento and the advertiser notifies Broadway Sacramento of said error within two weeks of publication, Broadway Sacramento may offer a "make good" advertisement in the next available issue following disclosure of the error or 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 has been employed and the advertiser expressly agrees that a contract or insertion order shall not be invalidated by mistakes. In no event will Broadway Sacramento 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 Broadway Sacramento 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 Broadway Sacramento 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 Broadway Sacramento, 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 it determines does not conform to the standards of the publication.

BY SIGNING THE ATTACHED ADVERTISING INVOICE, YOU ARE AGREEING TO THE ABOVE TERMS AND CONDITIONS.

Photo Credits: (Cover) Erick D. Patrick as Simba. The Lion King North American Tour ©Disney. Photo by Matthew Murphy. (Page 2) Jerica Exum as Satine (alternate) in the 2025 North American Tour of Moulin Rouge! The Musical, photo by Matthew Murphy and Evan Zimmerman for MurphyMade. (Page 5) Matt Loehr (Joe), Leandra Ellis-Gaston (Sugar), Tavis Kordell (Jerry) and the First National Touring Company of SOME LIKE IT HOT. Photo by Matthew Murphy. | Rachel Simone Webb and the company of the North American Tour of & JULIET - Photo Credit Matthew Murphy. | Jordan Markus as MU. Photo by Matthew Murphy | David Josefsberg and Lucas Hallauer. Photo by Evan Zimmerman for MurphyMade.