



75
YEARS
1951-2026

BROADWAY SACRAMENTO 2026 MEDIA KIT

BROADWAY AT MUSIC CIRCUS



BROADWAY SACRAMENTO



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 280,000 patrons every year.

BUSINESS ADDRESS

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SACRAMENTO, CA 95814

PHONE

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BROADWAYSACRAMENTO.COM

MEDIA CONTACT:

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2026

PLAYBILL ADVERTISING

BROADWAY AT MUSIC CIRCUS
UC DAVIS HEALTH PAVILION

BROADWAY SACRAMENTO

BY THE NUMBERS

280,000

COMBINED YEARLY PATRONS



106K
SUBSCRIBERS



32K
FOLLOWERS



26K
FOLLOWERS



2K
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.

6-SHOW SEASON PACKAGES

72 PERFORMANCES, ESTIMATED 150,000 IMPRESSIONS

2026

JESUS CHRIST SUPERSTAR (12 PERF)

DISNEY'S FROZEN (12 PERF)

YOUNG FRANKENSTEIN (12 PERF)

HAIRSPRAY (12 PERF)

COME FROM AWAY (12 PERF)

A CHRISTMAS CAROL (12 PERF)

BROADWAY AT MUSIC CIRCUS SERIES

- Established 1951
- Performances at UC Davis Health Pavilion
- Now a comfortable, indoor, air-conditioned theatre
- Family friendly atmosphere with a large outdoor courtyard lobby
- 10,000+ season ticket buyers
- 150,000 average tickets sold each year
- The largest continually operating musical theatre-in-the-round in the country
- Formerly an open air theatre under a tent
- Professional Actor's Equity theatre
- Performances cast from New York, Los Angeles and Sacramento
- Ticket price range: \$50 - \$99

FULL PAGE

5" X 8"
(no bleed)

FULL SEASON RATES

Interior	\$10,500
Opposite company	\$11,550
Opposite scenes	\$11,550
Inside front cover	\$13,650
Back cover	\$18,900

Premium locations
FULL PAGE ONLY

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)

FULL SEASON

Interior - \$5,775

WEEKLY

Interior - \$1,400

QUARTER PAGE

5" X 1.875"
(no bleed)

FULL SEASON

Interior - \$3,150

WEEKLY

Interior - \$700



Karen Ziemba as Dolly Gallagher Levi and the company of the Broadway At Music Circus production of HELLO, DOLLY! at the UC Davis Health Pavilion

2026 SEASON



ART DEADLINES

JESUS CHRIST SUPERSTAR	MARCH 13 - 22	FEBRUARY 26
DISNEY'S FROZEN	JUNE 19 - 28	JUNE 4
YOUNG FRANKENSTEIN	JULY 10 - 19	JUNE 25
HAIRSPRAY	AUGUST 21 - 30	AUGUST 6
COME FROM AWAY	SEPTEMBER 11 - 20	AUGUST 27
A CHRISTMAS CAROL	DECEMBER 11 - 20	NOVEMBER 20

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.

It is 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.

Cover: Nasia Thomas as Dionne in the Broadway At Music Circus production of HAIR, 2025.

Photo by Kevin Graft.