


BEST of BROADWAY
 BY WESTCOAST ENTERTAINMENT

2023-2024 PLAYBILL ADVERTISING

Present your business message in a positive, memorable setting. Reach active consumers who spend time and dollars on lifestyle, culture, and leisure activities.

 **DISTRIBUTION***

SEASON-TICKET ENGAGEMENTS	SPECIAL ENGAGEMENTS
TINA - THE TINA TURNER MUSICAL: 14,000	DR. SEUSS' HOW THE GRINCH STOLE CHRISTMAS! THE MUSICAL: 5,500
TO KILL A MOCKINGBIRD: 12,000	LES MISÉRABLES: 13,000
SIX – THE MUSICAL: 15,000	MILLION DOLLAR QUARTET CHRISTMAS: 3,500
MY FAIR LADY: 14,000	STOMP: 4,500
FROZEN: 28,000	MEAN GIRLS: 3,500
	MENOPAUSE THE MUSICAL 2: 1,300
	THE CHER SHOW: 3,500

**Estimates based on season-ticket purchases plus forecasted single-ticket sales
For show information and dates, visit BroadwaySpokane.com*

 **AUDIENCE DEMOGRAPHIC**

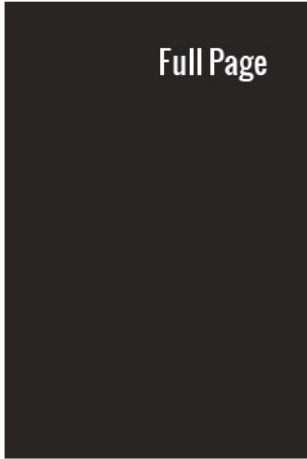
- Typical age range: 35-65
- College educated
- Purchase decision typically made by women who will attend with a companion
- Local residents concentrated within a 5-mile radius of downtown Spokane
- Visitors from Washington, Oregon, Idaho, Montana, and Western Canada

 **ADVERTISER PERKS**

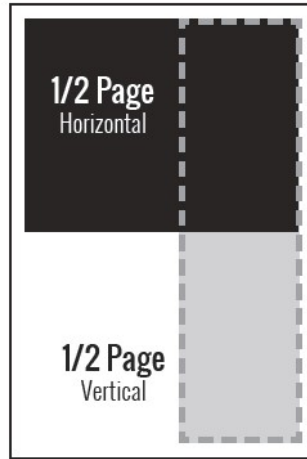
- **Discounted Show Tickets:** Receive up to a 10% discount on tickets via a customizable promotion code. Use for friends and family, an employee activity, or a client-appreciation event! *(Some restrictions may apply.)*
- **Targeted Bonus Promotions:** Ask us about opportunities to collaborate with WestCoast Entertainment to reach our engaged audience through additional social-media, email, and editorial community-spotlight promotions.

AD SIZES

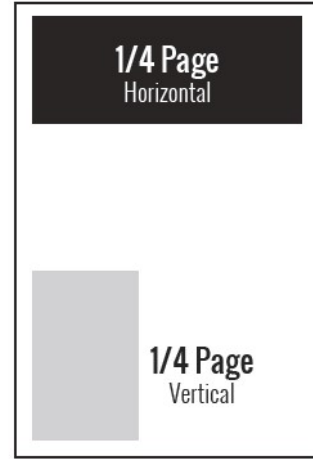
FULL PAGE
size: 5.5" x 8.5"
bleed: 0.15"



HALF PAGE
horizontal: 5" x 3.875"
vertical: 2.375 x 8"



QUARTER PAGE
horizontal: 5" x 1.9"
vertical: 2.375" x 3.875"



PRICING & DEADLINES *(Prices are the same for color or black-and-white ads)*

ENGAGEMENT	FULL PAGE BACK COVER	FULL PAGE	HALF PAGE	QUARTER PAGE
TINA - THE TINA TURNER MUSICAL September 19-24, 2023 <i>(8 performances)</i>	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Thursday, July 6, 2023				
HOW THE GRINCH STOLE CHRISTMAS November 10-11, 2023 <i>(3 performances)</i>	\$ 495	\$ 395	\$ 265	\$ 175
SPACE-RESERVATION / ARTWORK DEADLINE: Thursday, August 24, 2023				
LES MISÉRABLES November 14-19, 2023 <i>(8 performances)</i>	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Thursday, August 31, 2023				
TO KILL A MOCKINGBIRD December 5-10, 2023 <i>(8 performances)</i>	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Thursday, September 14, 2023				
MILLION DOLLAR QUARTET CHRISTMAS December 23, 2023 <i>(2 performances)</i>	\$ 425	\$ 325	\$ 215	\$ 125
SPACE-RESERVATION / ARTWORK DEADLINE: Tuesday, October 3, 2023				
SIX - THE MUSICAL January 23-28, 2024 <i>(8 performances)</i>	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, October 27, 2023				
				<i>continued...</i>

... PRICING & DEADLINES continued

ENGAGEMENT	FULL PAGE BACK COVER	FULL PAGE	HALF PAGE	QUARTER PAGE
STOMP February 23-24, 2024 (3 performances)	\$495	\$395	\$265	\$175
SPACE-RESERVATION / ARTWORK DEADLINE: Monday, November 20, 2023				
MEAN GIRLS March 5-6, 2024 (2 performances)	\$425	\$325	\$215	\$125
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, December 1, 2023				
MENOPAUSE THE MUSICAL 2 March 23, 2024 (1 performance)	\$195	\$155	\$105	\$75
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, January 5, 2024				
MY FAIR LADY April 2-7, 2024 (8 performances)	\$995	\$795	\$525	\$350
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, January 12, 2024				
THE CHER SHOW May 18-19, 2024 (2 performances)	\$425	\$325	\$215	\$125
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, March 1, 2024				
FROZEN July 24 August 4, 2024 (15 performances)	\$1495	\$1295	\$825	\$550
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, May 3, 2024				

ARTWORK

Please submit digital artwork to michelle.oconnell@BroadwaySpokane.com

PDF files built in CMYK are the preferred file format. High-resolution JPEG and TIFF files are also accepted. If supplying native (InDesign) files, linked elements and fonts must be included. Image files must be 300dpi minimum.

If submitting a full-page ad with a design extending to the edges, please supply a bleed of 0.15" or your art will be sized down and a white border will be added.

NOTE: We cannot run advertisements that use images, quotes, or other material from shows in the season.

REMINDERS & SPECIAL RATES

Receive 25% off your first ad! Visit BroadwaySpokane.com/advertising and join our email list to receive notifications about playbill advertising opportunities, deadline reminders, and special rates & promotions.

QUESTIONS?

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