ADVERTISE IN OUR PLAYBULL





WCE BEST OF BROADWAY 2025/26

PLAYBILL ADVERTISING



The 2025–2026 Best of Broadway season invites advertisers to connect with thousands of loyal, engaged theatergoers across Spokane and the Inland Northwest. Our audiences value culture, entertainment, and premium experiences, making Playbill advertising a powerful way to build your brand. With both print and digital options, you can choose placements that match your goals, budget, and target audience. Multi-show bundles, first-time advertiser promotions, and premium placements make this an affordable and impactful investment.

WHY ADVERTISE WITH BEST OF BROADWAY?

- Targeted Reach: Patrons who prioritize arts, culture, and leisure.
- Engaged Audience: Focused, seated, and receptive—ideal for brand recall.
- Multi-Format Visibility: Print + digital for season shows, digital with optional print for specials.
- Flexible Packages: Single show, bundle, or new advertiser promos.
- Added Value: 10-15% bundle discounts, 25% off for first-time advertisers, premium back cover placement.

SPECIAL PERKS

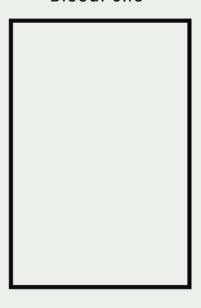
- Digital-only discount: 20–25% off the standard full page rate.
- Bundle Discount: Offer a 10-15% discount if commit to 3+ shows.
- New Advertiser Promo: 25% off the first-time ad buy.

CREATIVE GUIDELINES

AD SIZES

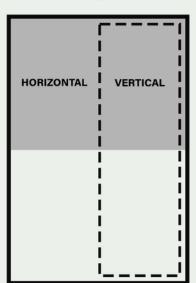
FULL PAGE

Size: 5.5" x 8.5" Bleed: 0.15"



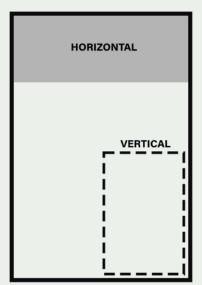
1/2 PAGE

Horizontal: 5" x 3.875" Vertical: 2.375 x 8"



1/4 PAGE

Horizontal: 5" x 1.9" Vertical: 2.375" x 3.875"



ARTWORK SPECS

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.

Please ask questions and submit final artwork to Sarah Clifford, Marketing Director, at Sarah.Clifford@BroadwaySpokane.com.



Based on the classic 1959 film, this fast-paced, big-hearted musical comedy is set in Prohibition-era Chicago. Two jazz musicians on the run disguise themselves as women and join an all-female band, leading to a hilarious and heartfelt tale of identity, acceptance, and love.

COSTS

FULL PAGE BACK COVER	\$1,225
FULL PAGE	\$1,050
1/2 PAGE	\$735
1/4 PAGE	\$495

Print & Digital Guaranteed

ABOUT THE SHOW

REACH: 20,264

PERFORMANCES: 8

TARGET AUDIENCE

Adults 35-65; LGBTQ+ community; musical theatre lovers who enjoy toe-tapping dance numbers and old-school flair

TONY AWARDS & NOMINATIONS

13 Nominations, 4 Wins

Performance Dates: Sep 23-28, 2025

Commitment/Creative Due: Aug 13/Aug 22, 2025



A Tony Award-winning play and the most Tony-nominated play of all time, exploring the inner workings of a 1970s rock band on the brink of stardom. An immersive look at fame, ego, and the price of greatness.

COSTS

FULL PAGE BACK COVER	\$550
FULL PAGE	\$375
1/2 PAGE	\$260
1/4 PAGE	\$180

Print & Digital Guaranteed

ABOUT THE SHOW

REACH: 5,066

PERFORMANCES: 2

TARGET AUDIENCE

Ages 30-65; fans of classic rock; theatergoers who love dramatic storytelling with a musical edge; music industry professionals; students

TONY AWARDS & NOMINATIONS

13 Nominations, 5 Wins

Performance Dates: Oct 14-15, 2025

Commitment/Creative Due: Sep 3/Sep 12, 2025



Based on the iconic movie, this visually stunning musical blends pop hits from Adele to Elton John in a modern reimagining of a tragic love story set in a Paris nightclub.

COSTS

FULL PAGE BACK COVER	\$1,225
FULL PAGE	\$1,050
1/2 PAGE	\$735
1/4 PAGE	\$495

Print & Digital Guaranteed

ABOUT THE SHOW

REACH: 20,264

PERFORMANCES: 8

TARGET AUDIENCE

Adults 25-55; fans of the Baz Luhrmann film; date-night crowds; bachelorette parties; music lovers

TONY AWARDS & NOMINATIONS

14 Nominations, 10 Wins

Performance Dates: Nov 19-23, 2025

Commitment/Creative Due: Oct 9/Oct 20, 2025



An uplifting, high-energy musical about a struggling shoe factory owner who partners with a fabulous drag performer to create a line of boots that saves the business and changes lives.

COSTS

\$475 FOR DIGITAL AD

Digital Guaranteed; Print TBD

ABOUT THE SHOW

REACH: 5,066

PERFORMANCES: 2

TARGET AUDIENCE

Adults 25-65; LGBTQ+ audiences; fans of feel-good musicals; families with teens; fans of Cyndi Lauper

TONY AWARDS & NOMINATIONS

13 Nominations, 6 Wins

Performance Dates: Dec 16-17, 2025

Commitment/Creative Due: Nov 3/Nov 12, 2025



A groundbreaking stage adaptation of the beloved animated film, featuring stunning puppetry, vibrant costumes, and unforgettable music as Simba's journey unfolds.

COSTS

FULL PAGE BACK COVER	\$1,755
FULL PAGE	\$1,575
1/2 PAGE	\$1,100
1/4 PAGE	\$765

ABOUT THE SHOW

REACH: 57,408

PERFORMANCES: 24

TARGET AUDIENCE

Families with children; Disney fans; school groups; tourists; first-time theatergoers

TONY AWARDS & NOMINATIONS

11 Nominations, 6 Wins

Performance Dates: Jan 28-Feb 15, 2026

Commitment/Creative Due: Dec 12/Dec 23, 2025



A romantic musical based on Nicholas Sparks' bestselling novel, telling the decades-spanning story of Allie and Noah, whose love endures through memory, time, and adversity.

COSTS

FULL PAGE BACK COVER	\$1,225
FULL PAGE	\$1,050
1/2 PAGE	\$735
1/4 PAGE	\$495

Print & Digital Guaranteed

ABOUT THE SHOW

REACH: 20,264

PERFORMANCES: 8

TARGET AUDIENCE

Adults 30-65; fans of the novel or film; date-night audiences; romance lovers

TONY AWARDS & NOMINATIONS

3 Nominations

Performance Dates: Mar 17-22, 2026

Commitment/Creative Due: Feb 4/Feb 6, 2026



A powerful tribute chronicling Tina Turner's rise to stardom, resilience, and legacy, featuring iconic hits like 'Proud Mary' and 'What's Love Got to Do with It.'

COSTS

\$475 FOR DIGITAL AD

Digital Guaranteed; Print TBD

ABOUT THE SHOW

REACH: 7,599

PERFORMANCES: 3

TARGET AUDIENCE

Adults 35–70; music lovers; concert-style audiences; fans of inspiring real-life stories

TONY AWARDS & NOMINATIONS

13 Nominations, 1 Win

Performance Dates: Apr 11-12, 2026

Commitment/Creative Due: Mar 3/Mar 12, 2026



A stage adaptation of the beloved 1985 film, following Marty McFly's time-traveling adventures in a DeLorean, with spectacular effects and nostalgic charm.

COSTS

FULL PAGE BACK COVER	\$1,225
FULL PAGE	\$1,050
1/2 PAGE	\$735
1/4 PAGE	\$495

ABOUT THE SHOW

REACH: 20,264

PERFORMANCES: 8

TARGET AUDIENCE

Families with kids; Gen Xers & millennials; sci-fi and fantasy fans; fans of spectacle-heavy productions

TONY AWARDS & NOMINATIONS

2 Nominations, 1 Win

Performance Dates: May 26-31, 2026

Commitment/Creative Due: Apr 14/23, 2026



A witty stage comedy based on the cult film and board game, full of misdirection, slapstick, and mystery as six strangers gather for a dinner party gone awry.

COSTS

\$475 FOR DIGITAL AD

Digital Guaranteed; Print TBD

ABOUT THE SHOW

REACH: 5,066

PERFORMANCES: 2

TARGET AUDIENCE

Adults 25–60; mystery and comedy lovers; couples and groups; escape room and true-crime fans

TONY AWARDS & NOMINATIONS

Performance Dates: Jul 7-8, 2026

Commitment/Creative Due: May 27/Jun 5, 2026



An irreverent Monty Python musical comedy retelling the legend of King Arthur with absurd humor, knights, killer rabbits, and showgirls.

COSTS

\$475 FOR DIGITAL AD

Digital Guaranteed; Print TBD

ABOUT THE SHOW

REACH: 5,066

PERFORMANCES: 2

TARGET AUDIENCE

Adults 25-60; comedy lovers; nerd/geek culture audiences; college and theater groups

TONY AWARDS & NOMINATIONS

14 Nominations, 3 Wins

Performance Dates: Aug 25-26, 2026

Commitment/Creative Due: Jul 15/24, 2026