

2022-2023 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	
HADESTOWN:	10,000	THE BOOK OF MORMON:	12,500
HAIRSPRAY:	14,000	BLUE MAN GROUP:	3,000
AIN'T TOO PROUD:	15,000	MANNHEIM STEAMROLLER:	2,000
DEAR EVAN HANSEN:	14,000	CHICAGO:	7,000
DISNEY'S ALADDIN:	16,000	RIVERDANCE:	8,500

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

AUDIENCE DEMOGRAPHIC

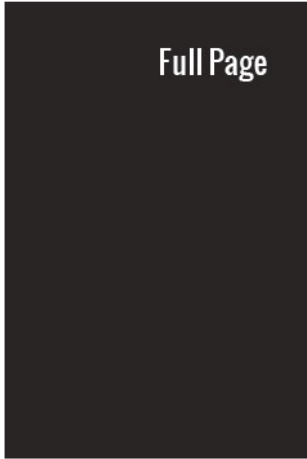
- Typical age range: 35-65
- College educated
- Purchase decision typically made by women who will attend with a companion
- Local residents concentrated within a 5-mile radius of downtown Spokane
- Visitors from Washington, Oregon, Idaho, Montana, and Western Canada

ADVERTISER PERKS

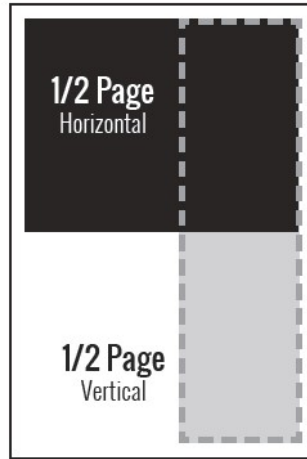
- **Discounted Show Tickets:** Receive up to a 10% discount on tickets via a customizable promotion code. Use for friends and family, an employee activity, or a client-appreciation event! *(Some restrictions may apply.)*
- **Targeted Bonus Promotions:** Ask us about opportunities to collaborate with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

AD SIZES

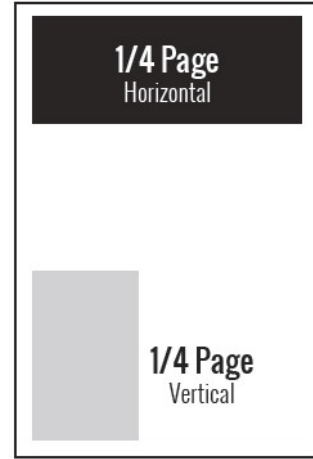
FULL PAGE
size: 5.5" x 8.5"
bleed: 0.15"



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
HAIRSPRAY September 20-25, 2022	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Monday, July 18, 2022				
THE BOOK OF MORMON October 28-30, 2022	\$ 795	\$ 635	\$ 420	\$ 280
SPACE-RESERVATION / ARTWORK DEADLINE: Wednesday, August 24, 2022				
BLUE MAN GROUP November 14-15, 2022	\$ 195	\$ 155	\$ 105	\$ 70
SPACE-RESERVATION / ARTWORK DEADLINE: Monday, September 12, 2022				
AIN'T TOO PROUD January 17-22, 2023	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, November 4, 2022				
DEAR EVAN HANSEN March 14-19, 2023	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Monday, January 9, 2023				
CHICAGO May 13-14, 2023	\$ 495	\$ 395	\$ 265	\$ 175
SPACE-RESERVATION / ARTWORK DEADLINE: Tuesday, March 7, 2023				
				<i>continued...</i>

... PRICING & DEADLINES continued

ENGAGEMENT	FULL PAGE BACK COVER	FULL PAGE	HALF PAGE	QUARTER PAGE
RIVERDANCE May 26-28, 2023	\$495	\$ 395	\$265	\$ 175
SPACE-RESERVATION / ARTWORK DEADLINE: Tuesday, March 21, 2023				
				<i>continued...</i>
DISNEY'S ALADDIN June 27 - July 2, 2023	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Wednesday, April 19, 2023				

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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