


BEST of BROADWAY
 BY WESTCOAST ENTERTAINMENT

2021-2022 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	
CATS:	15,000	A CHRISTMAS CAROL:	5,000
ANASTASIA:	14,000	MEAN GIRLS:	14,000
FIDDLER ON THE ROOF:	15,000	JERSEY BOYS:	9,500
HAMILTON:	64,500		
COME FROM AWAY:	14,000		

*Estimates based on season-ticket purchases to date plus forecasted single-ticket sales



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

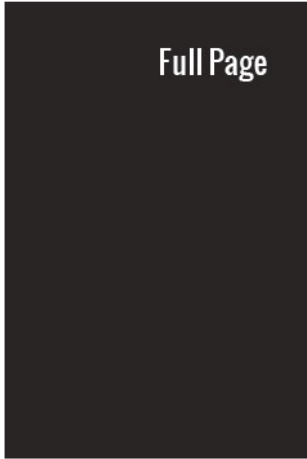


ADVERTISER PERKS

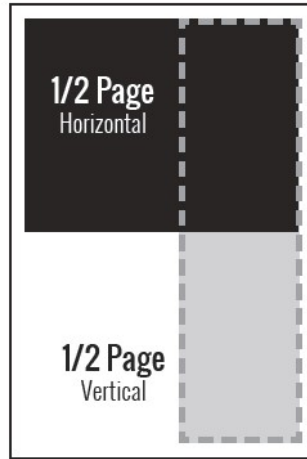
- **Discounted Show Tickets:** Receive up to a 10% discount on tickets via a customizable promotion code. Use for friends and family, an employee activity, or a client-appreciation event! (Some restrictions may apply.)
- **Targeted Bonus Promotions:** Ask us about opportunities to collaborate with WestCoast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

AD SIZES

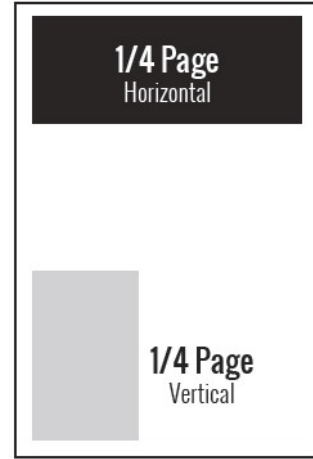
FULL PAGE
size: 5.5" x 8.5"
bleed: 0.15"



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"



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

ENGAGEMENT	FULL PAGE BACK COVER	FULL PAGE	HALF PAGE	QUARTER PAGE
CATS October 19-24, 2021	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, August 20, 2021				
A CHRISTMAS CAROL November 12-13, 2021	\$ 495	\$ 395	\$ 275	\$ 195
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, September 10, 2021				
MEAN GIRLS November 23-28, 2021	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, September 24, 2021				
ANASTASIA December 28, 2021 - January 2, 2022	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, October 29, 2021				
FIDDLER ON THE ROOF January 11-16, 2022	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, November 12, 2021				
JERSEY BOYS February 11-13, 2022	\$ 825	\$ 675	\$ 450	\$ 300
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, December 10, 2021				
				<i>continued...</i>

... PRICING & DEADLINES continued

ENGAGEMENT	FULL PAGE BACK COVER	FULL PAGE	HALF PAGE	QUARTER PAGE
HAMILTON May 3-22, 2022	\$ 1395	\$ 1150	\$ 750	\$ 495
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, February 207, 2022				
				continued...
COME FROM AWAY August 9-14, 2022	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Friday, June 10, 2022				

ARTWORK

Please submit digital artwork to peter.rossing@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.

2020-2021 SEASON* ADVERTISERS' GUIDE

* Engagements in 2021-2022 have been rescheduled for performance dates in 2021 and 2022.

Request our Advertisers' Guide for additional show information and ideas to help you reach the ideal audience for your business! Contact Peter Rossing, WestCoast Entertainment Marketing Manager: peter.rossing@BroadwaySpokane.com, 509.818.3437

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?

Peter Rossing | peter.rossing@BroadwaySpokane.com | 509.818.3437