


BEST of BROADWAY
 BY WESTCOAST ENTERTAINMENT

2024-2025 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	
COMPANY:	11,000	COME FROM AWAY:	6,500
FUNNY GIRL:	13,000	SHREK:	6,500
BEETLEJUICE:	16,000	HADESTOWN:	5,500
MAMMA MIA:	16,000	ANNIE:	6,000
MJ THE MUSICAL:	15,000	HAMILTON:	38,000
		BOOK OF MORMON:	11,500

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

AUDIENCE DEMOGRAPHIC

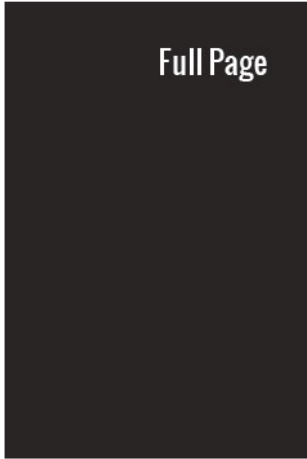
- Typical age range: 35-65
- College educated
- Purchase decision typically made by women who will attend with a companion
- Local residents concentrated within a 5-mile radius of downtown Spokane
- Visitors from Washington, Oregon, Idaho, Montana, and Western Canada

ADVERTISER PERKS

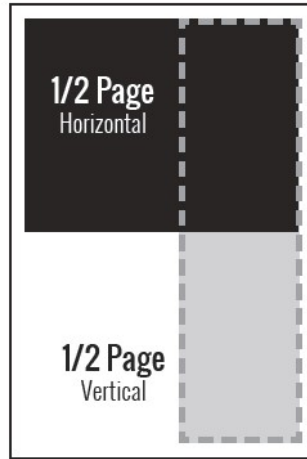
- **Discounted Show Tickets:** Receive up to a 10% discount on tickets via a customizable promotion code. Use for friends and family, an employee activity, or a client-appreciation event! *(Some restrictions may apply.)*
- **Targeted Bonus Promotions:** Ask us about opportunities to collaborate with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

AD SIZES

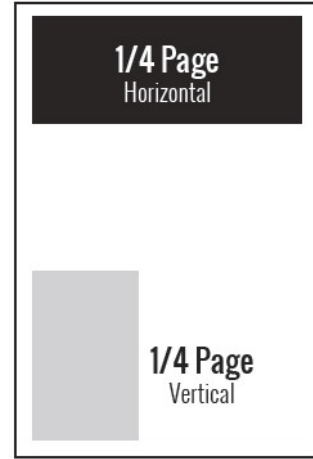
FULL PAGE
size: 5.5" x 8.5"
bleed: 0.15"



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
COMPANY September 11-15, 2024 <i>(7 performances)</i>	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Tuesday, August 6, 2024				
FUNNY GIRL October 1-6, 2024 <i>(8 performances)</i>	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Wednesday, August 14, 2024				
COME FROM AWAY November 1-3, 2024 <i>(4 performances)</i>	\$ 525	\$ 425	\$ 295	\$ 205
SPACE-RESERVATION / ARTWORK DEADLINE: Tuesday, September 17, 2024				
SHREK November 15-16, 2024 <i>(3 performances)</i>	\$ 525	\$ 425	\$ 295	\$ 205
SPACE-RESERVATION / ARTWORK DEADLINE: Tuesday, October 1, 2024				
HADESTOWN December 21-22, 2024 <i>(3 performances)</i>	\$ 525	\$ 425	\$ 295	\$ 205
SPACE-RESERVATION / ARTWORK DEADLINE: Thursday, October 31, 2024				
BEETLEJUICE Dec 31, 2024-Jan 5, 2025 <i>(8 performances)</i>	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Tuesday, November 5, 2024				
				<i>continued...</i>

... PRICING & DEADLINES continued

ENGAGEMENT	FULL PAGE BACK COVER	FULL PAGE	HALF PAGE	QUARTER PAGE
ANNIE Feb 28-March 2, 2025 (4 performances)	\$ 525	\$ 425	\$ 295	\$ 205
SPACE-RESERVATION / ARTWORK DEADLINE: Wednesday, January 8, 2025				
HAMILTON April 8-20, 2025 (16 performances)	\$ 1495	\$ 1295	\$ 925	\$ 650
SPACE-RESERVATION / ARTWORK DEADLINE: Thursday, February 13, 2025				
THE BOOK OF MORMON June 3-7, 2025 (6 performances)	\$ 945	\$ 745	\$ 475	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Tuesday, April 15, 2025				
MAMMA MIA! June 17-22, 2025 (8 performances)	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Thursday, April 24, 2025				
MJ THE MUSICAL July 8-13, 2025 (8 performances)	\$ 995	\$ 795	\$ 525	\$ 350
SPACE-RESERVATION / ARTWORK DEADLINE: Thursday, May 15, 2025				

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?

Michelle O'Connell | michelle.oconnell@BroadwaySpokane.com | 509.351.3895