

PLAYBILL®

## National Rate Card

No.62

Effective January, 2022

Including rates for  
New York  
New England  
Mid-Atlantic  
Florida  
Southeast  
Midwest  
South Central and  
Western Markets

729 Seventh Avenue  
Fourth Floor  
New York, NY 10019  
212.557.5757





Wynton Marsalis, Jazz at Lincoln Center

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NATIONAL Edition

All editions of PLAYBILL® throughout the United States, including all editions serving Classic Arts attractions. See individual Market pages.

Four Color:

	1x	3x	6x	9x	12x
Page	\$216,750	\$206,311	\$195,129	\$183,478	\$165,041
1/2 Page	\$119,213	\$113,471	\$107,321	\$100,913	\$ 90,772

Premium Positions:

Subject to Space Availability  
Cover 2 & Cover 2 Spread: Earned four color rate plus 5%  
Center Spread: Earned four color rate plus 15%

Bleed: Included

Continuity & Frequency:

All insertions are subject to discounts for insertions in any of the following months:  
June 9%, July 17%, August 20%, September 11%

Retail & Fashion Rates:

Retail rates: 85% of earned rate  
Fashion rates: 80% of earned rate

Distribution:

See Regional Market pages for distribution details in the New York, Midwest, Mid-Atlantic, Florida, West, Southeast, South Central and New England Markets which include the cities of New York, Philadelphia, Baltimore, Washington, DC, Boston, Miami, Ft. Lauderdale, West Palm Beach, Dallas, Houston, San Antonio, Nashville, New Orleans, Chicago, Cincinnati, Columbus, St. Louis, Kansas City, Minneapolis, Indianapolis, Los Angeles, San Francisco, and San Diego.

Average Monthly Circulation:

3,379,343 (see seasonal adjustments above)



Hadestown



Hamilton, National Tour

# NATIONAL BROADWAY Edition

Four Color:

	1x	3x	6x	9x	12x
Page	\$178,789	\$170,920	\$162,359	\$153,262	\$136,618
1/2 Page	\$ 98,334	\$ 94,006	\$ 89,298	\$ 84,294	\$ 75,140
1/4 Page	\$ 54,084	\$ 51,703	\$ 49,114	\$ 46,362	\$ 41,327

Premium Positions:

Subject to Space Availability  
Cover 2 & Cover 2 Spread: Earned four color rate plus 5%  
Center Spread: Earned four color rate plus 15%

Bleed: Included

Continuity & Frequency:

All insertions are subject to discounts for insertions in any of the following months:  
June 9%, July 17%, August 20%, September 11%

PLAYBILL® New York insertions credited to National frequency.  
National editions' frequency applies to all markets.

Retail & Fashion Rates:

Retail rates: 85% of earned rate  
Fashion rates: 80% of earned rate

Distribution:

See Regional Market pages for distribution details to theatres and theatrical attractions in the New York, Midwest, Mid-Atlantic, Florida Western, Southeast, South Central and New England Markets which include the cities of New York, Philadelphia, Baltimore, Washington, DC, Boston, Miami, Ft. Lauderdale, Palm Beach, Dallas, Houston, San Antonio, Nashville, New Orleans, Chicago, Cincinnati, Columbus, St. Louis, Kansas City, Minneapolis, Indianapolis, Los Angeles, San Francisco, and San Diego.

Average Monthly Circulation:

2,739,343

# NATIONAL CLASSIC ARTS Edition

Four Color:

	1x	3x	6x	9x	10x
Page	\$53,660	\$50,524	\$47,402	\$44,278	\$41,044
1/2 Page	\$29,513	\$27,788	\$26,071	\$24,353	\$22,547

Premium Positions:

Subject to Space Availability  
Cover 2 & Cover 2 Spread: Earned four color rate plus 5%  
Center Spread: Earned four color rate plus 15%

Bleed: Included

Continuity & Frequency:

Due to seasonal activity of most cultural attractions the maximum frequency discount is 10%  
All insertions are subject to discounts for insertions in any of the following months:

Retail & Fashion Rates:

Retail rates: 85% of earned rate  
Fashion rates: 80% of earned rate

Distribution:

Metropolitan Opera, Carnegie Hall, New York City Center, New York Philharmonic, New York City Ballet, Jazz at Lincoln Center, Lincoln Center including all performances at David Geffen Hall (Great Performers, Mostly Mozart), Alice Tully Hall (New York Film Festival, Chamber Music Society of Lincoln Center), Philadelphia Orchestra, Kravis Center, Minnesota Orchestra, St. Louis Symphony

Average Monthly Circulation:

640,000\*

\*In season distribution  
July through September each: 50% of earned rate  
July through September each insertion credited as 50% for frequency.



Whipped Cream, Metropolitan Opera



# PLAYBILL®

NEW YORK EDITIONS



*Wicked*



Lincoln Center

## NEW YORK CITY THEATRES

### BROADWAY THEATRES

Ambassador	Longacre
American Airlines	Lunt-Fontanne
Atkinson	Lyceum
Barrymore	Lyric
Beaumont	Majestic
Belasco	Marquis
Booth	Minskoff
Broadhurst	Music Box
Broadway	Nederlander
Circle in the Square	New Amsterdam
Cort	O'Neill
Friedman	Rodgers
Gershwin	Schoenfeld
Golden	Shubert
Hayes	Simon
Hirschfeld	Sondheim
Hudson	St. James
Imperial	Studio 54
Jacobs	Wilson
Kerr	Winter Garden

### OFF-BROADWAY

#### THEATRES (Subject to change)

Atlantic Theatre	Second Stage
Daryl Roth Theatre	Stage 42
Laura Pels	The Public Theatre
Lincoln Center Theatre	Theater 555
Manhattan Theatre Club	Theatre at St. Clement's
Minetta Lane	Theatre Row, Theatre 5
New World Stages 4	Westside Up

## NEW YORK CITY CLASSIC ARTS

### LINCOLN CENTER

Metropolitan Opera House  
Alice Tully Hall  
David Geffen Hall  
David H. Koch Theater

### CARNEGIE HALL

Stern Auditorium  
Weill Recital Hall  
Zankel Hall

### TIME WARNER BUILDING

Rose Theater  
Allen Room

### CITY CENTER

\*Theatrical attractions at the theatres listed above include the "Broadway" theatres historically served by PLAYBILL® as well as leading "Off-Broadway" theatres. The list does not represent geographic division but rather a convenient and traditional theatre industry grouping.

\*\*The Off-Broadway Theatre list is subject to revision and change. PLAYBILL provides service to theatres and theatre organizations of repute, with continuity of presentation and adequate facility.

## NEW YORK Market

### Four Color:

	1x	3x	6x	9x	12x
Page	\$131,636	\$125,296	\$118,505	\$111,429	\$100,232
1/2 Page	\$ 72,400	\$ 68,913	\$ 65,178	\$ 61,286	\$ 55,127
1/4 Page	\$ 39,820	\$ 37,902	\$ 35,848	\$ 33,707	\$ 30,320

### Distribution:

All New York City PLAYBILL Theater and PLAYBILL Classic Arts editions.

For additional information see adjacent list.

Average Monthly Circulation: 1,885,808

## THEATRE New York

### Four Color:

	1x	3x	6x	9x	12x
Page	\$91,093	\$87,084	\$82,722	\$78,087	\$69,607
1/2 Page	\$50,101	\$47,896	\$45,497	\$42,948	\$38,284
1/4 Page	\$27,556	\$26,343	\$25,023	\$23,621	\$21,056

### Distribution:

All New York City PLAYBILL Theater and SHOWBILL editions.

For additional information see adjacent list.

Average Monthly Circulation: 1,368,808

## CLASSIC ARTS New York

### Four Color:

	1x	3x	6x	9x	10x
Page	\$49,798	\$46,887	\$43,990	\$41,091	\$38,090
1/2 Page	\$27,389	\$25,788	\$24,195	\$22,600	\$20,949
1/4 Page	\$15,064	\$14,183	\$13,307	\$12,430	\$11,522

### Distribution:

Metropolitan Opera, Lincoln Center, Carnegie Hall/City Center editions, as well as Shakespeare in the Park.

For additional information see adjacent.

Average Monthly Circulation: 517,000\*

\*In Season Distribution

July through September: bill at 50% of earned rate.

July through September each insertion credited as 50% for frequency.

### Premium Positions All New York Editions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15%

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

**Bleed:** Included



PLAYBILL® New York

Four Color:

	1x	3x	6x	9x	12x
Page	\$86,748	\$82,930	\$78,776	\$74,362	\$66,287
1/2 Page	\$47,711	\$45,612	\$43,327	\$40,899	\$36,458
1/4 Page	\$26,241	\$25,086	\$23,830	\$22,495	\$20,052

Premium Positions:

Subject to Space Availability  
Back Cover & Center Spread: Earned four color rate plus 15%  
Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Strips:

One Quarter page horizontal color strip \$22,924 per month or \$275,090 for 12x schedule. Guaranteed position to 12x advertisers. No frequency discount.

Bleed: Included

Retail & Fashion Rates:

Retail rates: 85% of earned rate  
Fashion rates: 80% of earned rate

Distribution:

All New York City PLAYBILL editions, excluding the Lyric Theatre.

Average Monthly Circulation:

1,313,000

SHOWBILL New York

Four Color:

	1x	3x	6x	9x	12x
Page	\$8,690	\$8,308	\$7,891	\$7,449	\$6,640
1/2 Page	\$4,780	\$4,569	\$4,340	\$4,097	\$3,652

Premium Positions:

Subject to Space Availability  
Back Cover & Center Spread: Earned four color rate plus 15%  
Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed: Included

Retail & Fashion Rates:

Retail rates: 85% of earned rate  
Fashion rates: 80% of earned rate

Combination Rate:

When PLAYBILL New York and SHOWBILL New York insertions are in the same calendar month, SHOWBILL less 50%

Distribution:

The Lyric Theatre

Average Monthly Circulation:

55,808



# METROPOLITAN OPERA HOUSE

## New York

**Four Color:**

	1x	3x	6x	9x	10x
Page	\$14,932	\$14,059	\$13,190	\$12,321	\$11,421
1/2 Page	\$ 8,213	\$ 7,733	\$ 7,255	\$ 6,777	\$ 6,282
1/4 Page	\$ 4,517	\$ 4,253	\$ 3,990	\$ 3,727	\$ 3,455

**Premium Positions:**

Subject to Space Availability  
 Center Spread: Earned four color rate plus 15%  
 Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

**Bleed:** Included

**Retail & Fashion Rates:**

Retail rates: 85% of earned rate.  
 Fashion rates: 80% of earned rate. Max. frequency 6x.

**Combination Rates:**

When PLAYBILL® New York insertion and Metropolitan Opera House insertion are in the same calendar month, Metropolitan Opera less 10%.

**Distribution:**

All performances at the Metropolitan Opera House, including the Metropolitan Opera, annual New York season of American Ballet Theatre, Metropolitan Opera New York Metropolitan Area Parks Series.

**Average Monthly Circulation:**

137,600\*  
 \*In season distribution. No edition in months of August and September.



# LINCOLN CENTER

## New York

**Four Color:**

	1x	3x	6x	9x	12x
Page	\$23,999	\$22,596	\$21,200	\$19,803	\$18,357
1/2 Page	\$13,199	\$12,428	\$11,660	\$10,892	\$10,096
1/4 Page	\$ 7,260	\$ 6,835	\$ 6,413	\$ 5,990	\$ 5,553

**Premium Positions:**

Subject to Space Availability  
 Center Spread: Earned four color rate plus 15%  
 Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

**Bleed:** Included

**Retail & Fashion Rates:**

Retail rates: 85% of earned rate.  
 Fashion rates: 80% of earned rate.

**Combination Rates:**

When PLAYBILL New York insertion and/or Metropolitan Opera House insertion are in the same calendar month, Lincoln Center less 10%.

**Distribution:**

All performances at Alice Tully Hall, David Geffen Hall, David H. Koch Theater, Rose Theater and Allen Room, and the New York Philharmonic's New York Metropolitan Area Park Series. Resident companies include: New York City Ballet, New York Philharmonic, Jazz at Lincoln Center, The New York Film Festival, Great Performers, American Songbook, Chamber Music Society of Lincoln Center White Lights Festival, Julliard, New York City Opera, and Mostly Mozart.

**Average Monthly Circulation:**

240,000\*  
 \*In season distribution.  
 August through September bill at 50% of earned rate.  
 Each insertion credited as 50% for frequency.





# CARNEGIE HALL / CITY CENTER New York

## Four Color:

	1x	3x	6x	9x	10x
Page	\$14,603	\$13,749	\$12,900	\$12,050	\$11,170
1/2 Page	\$ 8,032	\$ 7,547	\$ 7,067	\$ 6,586	\$ 6,022
1/4 Page	\$ 4,417	\$ 4,159	\$ 3,902	\$ 3,645	\$ 3,379

## Premium Positions:

Subject to Space Availability  
Center Spread: Earned four color rate plus 15%  
Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

**Bleed:** Included

## Retail & Fashion Rates:

Retail rates: 85% of earned rate.  
Fashion rates: 80% of earned rate.

## Combination Rates:

When PLAYBILL® New York insertion and/or Metropolitan Opera House insertion are in the same calendar month, Carnegie Hall less 10%.

## Distribution:

All performances at Carnegie Hall including Stern Auditorium, Weill Recital Hall, Zankel Hall, and New York City Center

## Average Monthly Circulation:

139,400\*

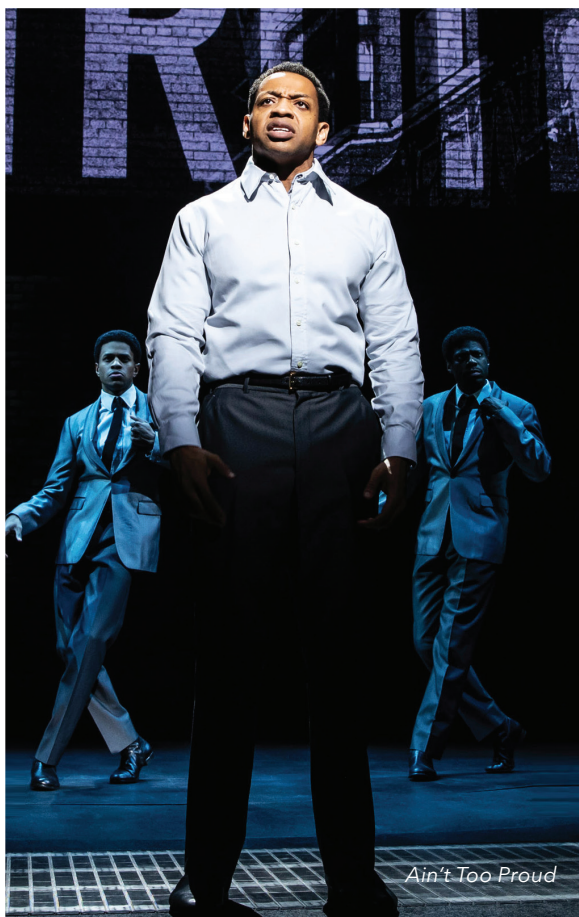
\*In season distribution.

July and September bill at 50% of earned rate.  
Each insertion credited as 50% for frequency.  
No August edition.



Yannick Nézet-Séguin,  
Conductor & Music Director,  
Metropolitan Opera





*Ain't Too Proud*



*Tina-The Tina Turner Musical*



*Yuja Wang*



# PLAYBILL®

REGIONAL EDITIONS

Goodman Theatre, Chicago, IL



Minnesota Orchestra, Minneapolis, MN



The Kravis Center for the Performing Arts, Palm Beach, FL





# NEW ENGLAND Market

Including:  
Boston

PLAYBILL Incorporated publishes the New England edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

Four Color:

	1x	3x	6x	9x	10x
Page	\$ 4,448	\$ 4,234	\$ 3,811	\$ 3,226	\$ 2,648
1/2 Page	\$ 2,446	\$ 2,328	\$ 2,096	\$ 1,774	\$ 1,456
1/4 Page	\$ 1,345	\$ 1,281	\$ 1,153	\$ 976	\$ 801

Bleed: Included

Distribution:

Boston: Citizens Bank Opera House (theatrical performances only), The Emerson Colonial Theatre (theatrical performances only)

Average Monthly Circulation: 47,825



# MID-ATLANTIC Market

Including:  
Philadelphia, Baltimore, Washington D.C.

PLAYBILL Incorporated publishes the Mid-Atlantic edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

Four Color:

	1x	3x	6x	10x
Page	\$15,835	\$15,072	\$14,255	\$12,995
1/2 Page	\$ 8,709	\$ 8,290	\$ 7,840	\$ 7,147
1/4 Page	\$ 4,790	\$ 4,559	\$ 4,312	\$ 3,931

Premium Positions:

Subject to Space Availability  
Back Cover & Center Spread: Earned four color rate plus 15%  
Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed: Included

Retail & Fashion Rates:

Retail rates: 85% of earned rate.  
Fashion rates: 80% of earned rate.

City Rates:

Advertisers may purchase circulation exclusively in Philadelphia for 70% of listed rates, in Baltimore for 17% of listed rates, and in Washington D.C. for 17% of listed rates.

Distribution:

Philadelphia: The Philadelphia Orchestra (Kimmel), Walnut Street Theatre, Kimmel Cultural Campus including Broadway Series and Kimmel Presents (Academy of Music, Merriam Theater and Forrest Theatre).  
Baltimore: Baltimore Broadway Series at the Hippodrome Performing Arts Center.  
Washington D.C: Broadway at The National Theatre

Average Monthly Circulation:

154,130 September through June

Check with your PLAYBILL representative to confirm performance schedules and distribution in this market.



Kimmel Center, Philadelphia, PA



# FLORIDA Market

Including:  
Miami, Ft. Lauderdale, Palm Beach

PLAYBILL Incorporated publishes the Southeast edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

Four Color:

	1x	3x	6x	8x
Page	\$19,170	\$18,247	\$17,258	\$14,954
1/2 Page	\$10,544	\$10,036	\$ 9,492	\$ 8,225
1/4 Page	\$ 5,799	\$ 5,520	\$ 5,220	\$ 4,524

Premium Positions:

Subject to Space Availability  
Back Cover & Center Spread: Earned four color rate plus 15%  
Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed: Included

Distribution:

Miami: Adrienne Arsht Center for the Performing Arts, Broadway Series  
Fort Lauderdale: Broward Center for the Performing Arts, Broadway Series  
West Palm Beach: Kravis Center For The Performing Arts

Average Monthly Circulation:  
167,000 September through June

Check with your PLAYBILL representative to confirm performance schedules and distribution in this market.



Adrienne Arsht Center for the Performing Arts, Miami FL

# SOUTHEAST Market

Including:  
Nashville, New Orleans

PLAYBILL Incorporated publishes the Southeast edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

Four Color:

	1x	3x	6x	8x
Page	\$3,711	\$3,532	\$3,341	\$2,895
1/2 Page	\$2,041	\$1,943	\$1,838	\$1,592
1/4 Page	\$1,123	\$1,069	\$1,011	\$ 876

Premium Positions:

Subject to Space Availability  
Back Cover & Center Spread: Earned four color rate plus 15%  
Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed: Included

Distribution:

Nashville: Nashville Children’s Theatre  
New Orleans: The Saenger Theatre

Average Monthly Circulation:  
32,330 September through June

Due to seasonal circulation differential, the Southeast edition offers maximum discount for a nine month seasonal schedule.



Saenger Theatre, New Orleans, LA

# MIDWEST Market

Including:  
Chicago, Cincinnati, Columbus, St. Louis,  
Minneapolis, Indianapolis, Kansas City

PLAYBILL Incorporated publishes the Midwest edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

## Four Color:

	1x	3x	6x	9x	12x
Page	\$57,462	\$54,694	\$51,730	\$48,641	\$43,753
1/2 Page	\$31,604	\$30,082	\$28,451	\$26,753	\$24,064
1/4 Page	\$17,382	\$16,545	\$15,648	\$14,714	\$13,235

## Premium Positions:

Subject to Space Availability  
Back Cover & Center Spread: Earned four color rate plus 15%  
Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

**Bleed:** Included

## City Rates:

Advertisers may purchase circulation exclusively in Chicago for 66% of listed rates, in Cincinnati and Columbus for 12% of listed rates, in St. Louis and Kansas City for 15% of listed rates, in Indianapolis for 3% of listed rates, and in Minneapolis for 9% of listed rates.

## Distribution:

**Chicago:** CIBC Theatre, Cadillac Palace Theatre, Goodman Theatre: Albert Theatre, Owen Theatre, Broadway Playhouse, Drury Lane Theatre, Marriott Theatre, Paramount Theatre, James M. Nederlander Theatre

**Cincinnati:** Cincinnati Broadway Series at The Aronoff Center,  
**Columbus:** Columbus Broadway Series at The Ohio Theater, The Palace Theater

**Indianapolis:** Indianapolis Broadway Series at Murat Theatre, Clowes Memorial Hall

**Kansas City:** Kansas City Broadway Series at Municipal Auditorium Music Hall

**Minneapolis:** Minnesota Orchestra, Minneapolis Broadway Series at The State Theatre, The Orpheum Theatre

**St. Louis:** Saint Louis Symphony at Powell Hall, St. Louis Broadway Series at The Fox Theatre

## Average Monthly Circulation:

578,377



# SOUTH CENTRAL Market

Including:  
Dallas, Houston, San Antonio

PLAYBILL Incorporated publishes the South Central edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

## Four Color:

	1x	3x	6x	10x
Page	\$13,412	\$12,766	\$12,074	\$11,007
1/2 Page	\$ 7,376	\$ 7,021	\$ 6,641	\$ 6,054
1/4 Page	\$ 4,057	\$ 3,862	\$ 3,652	\$ 3,330

## Premium Positions:

Subject to Space Availability  
Back Cover & Center Spread: Earned four color rate plus 15%  
Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

**Bleed:** Included

## City Rates:

Advertisers may purchase circulation exclusively in Houston for 69% of listed rates, in Dallas for 18% of listed rates and in San Antonio for 18% of listed rates.

## Distribution:

**Dallas:** Dallas Summer Musicals at Music Hall at Fair Park

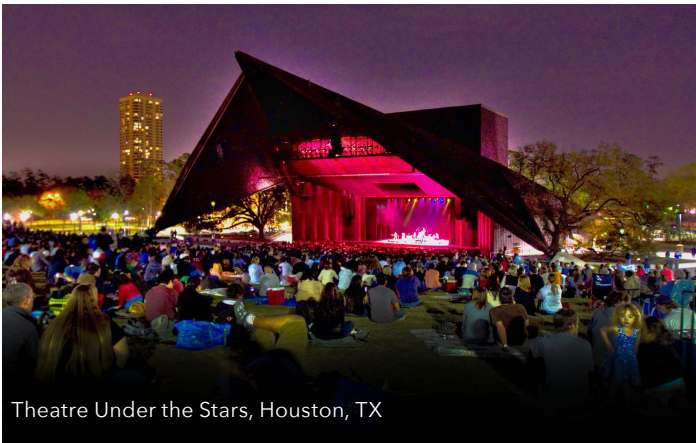
**Houston:** Houston Broadway Series at The Hobby Center for the Performing Arts, Theatre Under the Stars, The Alley Theatre

**San Antonio:** San Antonio Broadway Series at The Majestic Theatre.

## Average Monthly Circulation:

123,600 September through June

Check with your PLAYBILL representative to confirm performance schedules and distribution in this market.



Theatre Under the Stars, Houston, TX



# WESTERN Market

Including:  
Los Angeles, San Diego, San Francisco

PLAYBILL Incorporated publishes the Western edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

**Four Color:**

	1x	3x	6x	9x	12x
Page	\$26,149	\$24,889	\$23,540	\$22,135	\$19,911
1/2 Page	\$14,382	\$13,689	\$12,947	\$12,174	\$10,951
1/4 Page	\$ 7,910	\$ 7,529	\$ 7,121	\$ 6,696	\$ 6,023

**Premium Positions:**

Subject to Space Availability  
Back Cover & Center Spread: Earned four color rate plus 15%  
Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

**Bleed:** Included

**State & City Rates:**

Advertisers may purchase circulation exclusively in Southern California (Los Angeles and San Diego) for 62% of listed rates; in Los Angeles for 52% of listed rates; in San Francisco for 43% of listed rates.

**Distribution:**

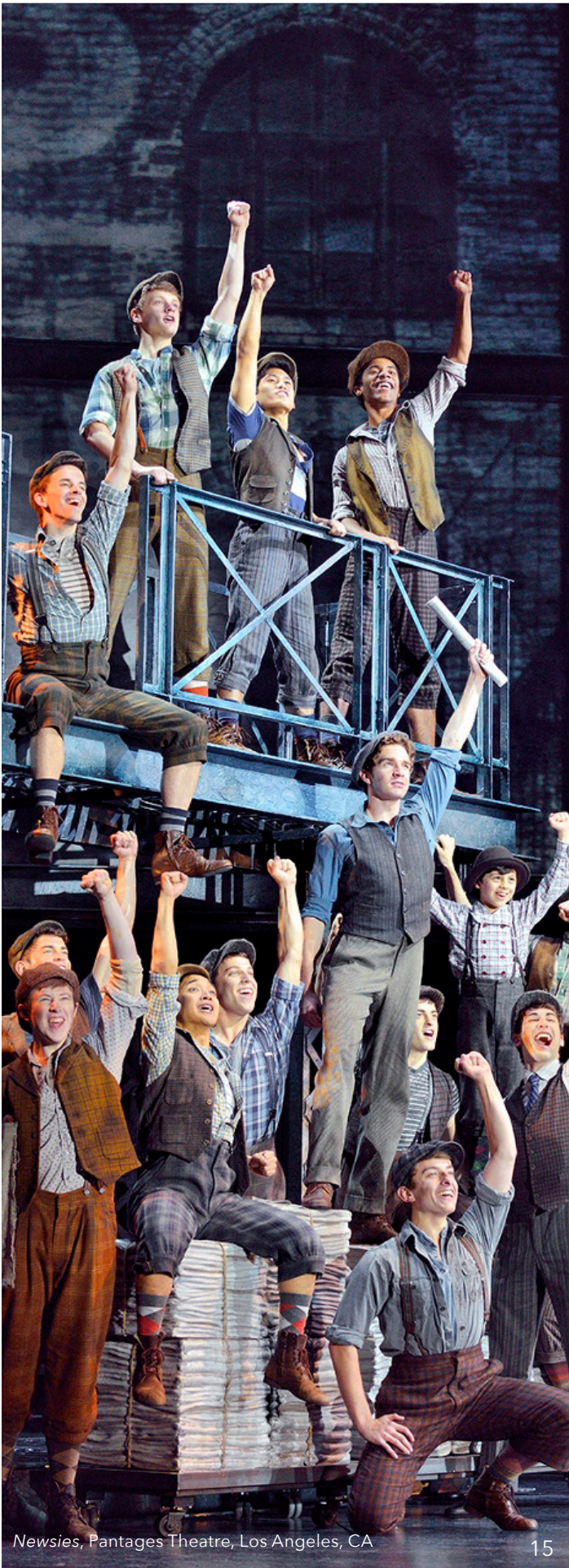
Los Angeles: Hollywood Pantages Theatre, Geffen Playhouse, Dolby Theatre  
San Diego: Broadway San Diego Series at Civic Theatre  
San Francisco: Curran Theatre, Golden Gate Theatre, Orpheum Theatre

**Average Monthly Circulation:**

390,273



Dolby Theatre, Los Angeles, CA



Newsies, Pantages Theatre, Los Angeles, CA



## RESTAURANT New York Market

### **Restaurant Display Advertiser Listing:**

Restaurant advertisers purchasing 1/8 page display space or larger earn free Dining Guide Listings in each issue in which display advertisement appears. Listings must be for restaurants under the advertiser's direct management and control. Contact your sales representative for details.

### **Contact:**

Clara Barragán,  
Director, Restaurant and Entertainment Sales  
646.751.4127  
cbarragan@playbill.com

## Theatre-by-Theatre Advertising PLAYBILL® New York

Available on a limited basis. Contact your PLAYBILL sales representative for details.

## Theatrical Performance Advertising New York

Theatrical performances and other related attractions serviced by Playbill qualify for a special rate. Ads are full pages only, and are reserved on a space available basis.

### **Contact:**

Nicholas Foster,  
Director, Theatrical Sales  
646.751.4156  
nfoster@playbill.com

## Online/Digital Advertising

PLAYBILL offers a range of opportunities to advertise on its family of digital properties, including Playbill.com. For more information, please contact your Sales Rep or [ad-online@playbill.com](mailto:ad-online@playbill.com) for digital inquiries, and visit [mediakit.playbill.com](http://mediakit.playbill.com) for examples of media options.

## MISCELLANEOUS RATES New York

### **Non-Profit and Charity Rate:**

Limited to advertising for non-profit organizations and established charities, deduct 25% from earned rates.

### **ABC Rate PLAYBILL® only:**

Listings for "live" theatrical performances. Monthly Rates

Per Title Line	\$ 447
Per Standard Line	\$ 239
Monthly Minimum	\$2,122

Monthly minimum is the total of 1 title line and 7 standard lines.

ABC 2/color available for an additional 25%

ABC 4/color available for an additional 50%

ABC listings not included in subscription edition

### **Supplements & Thematic Sections:**

Rates available upon request.

### **Reply Cards:**

Printed by Playbill® and available strictly in accordance with Playbill® special mechanical requirements.

Advertisers are required to purchase a four color page to run adjacent. Insert card billed as a second four color page plus the following production charges: Standard card size, not to exceed horizontal half page, plus 25%; card size exceeding horizontal half page, plus 50%; use of rear flap, 25% in addition to card charge. Production charges are not subject to agency discount. There is no insertion charge.

### **Retail Categories:**

In addition to traditional retail stores, the following categories are eligible for the Retail Rate: Stock Broker, Real Estate, Publishers and Mail Order.

### **Distant Destination Rate:**

Advertisers offering goods or services not available within 200 miles of the New York metropolitan area are eligible for 20% discount of the applicable earned rate. New York Market only.





## MECHANICAL Requirements

	Trim	Bleed	Non-Bleed
Covers or Pages	5.375 x 8.5	5.625 x 8.75	4.625 x 7.75
Spreads	10.75 x 8.5	11.00 x 8.75	10.25 x 7.75
Half Page Vertical	2.25 x 7.75		
Half Page Horizontal	4.625 x 3.75		
Quarter Page Vertical	2.25 x 3.75		

### • BLEED ON FULL SIZE PAGES ONLY:

- Add .125", extended past final trim marks, indicated above.
- Copy Safety: .75" from trim on all edges.
- All crop/bleed marks and color bars should be offset from the live/bleed area of the file.

### MINNESOTA ORCHESTRA EDITIONS:

Minnesota Orchestra PLAYBILL® prints standard page trim size.

	Trim	Bleed	Non-Bleed
Covers or Pages	8.375 x 10.875	8.625 x 11.125	7.375 x 9.875
Spreads	16.75 x 10.875	17 x 11.125	15.75 x 9.875

### • BLEED ON FULL SIZE PAGES ONLY:

- Add .125", extended past final trim marks, indicated above.
- Copy Safety: .25" from trim on all edges.
- Please contact production dept. for partial size ads.

### FILE REQUIREMENTS:

**PDF:** Hi-Res, press ready files. Composite CMYK or Grayscale. PDF/X-1A compliant.

**TIFF:** Must be flattened and final. No layers. Hi-res binary data. No compression.

**JPEG:** CMYK or Grayscale.  
High Quality Baseline Standard.

### PROOFS:

**SWOP color proof at 175 line screen required.**

2 proofs per region, 5 proofs for national ads. Files without a color proof will run to standard ink densities. If acceptable proof is not supplied, advertiser waives color guarantee. Playbill® will not be held liable for any misprints.

### Density of Tone:

The sum of percentages of tone value should not exceed 300%, with not more than one color printed solid. Single color tonal values greater than 85% should be considered solid

### Solid Black:

To achieve good, rich, solid black these undercolor percentages of tone are recommended: 60% process blue, 40% process magenta, 40% process yellow.

## PRODUCTION OFFICES and SHIPPING INSTRUCTIONS

### PRODUCTION CONTACTS:

ALEX NEAR (anear@playbill.com)  
646-751-4120

- National Ads
- Broadway New York
- Broadway Chicago
- Broadway Cincinnati
- Broadway Columbus
- Broadway Indianapolis
- Broadway Kansas
- Broadway Minneapolis
- Broadway St. Louis
- Broadway Texas
- Broadway Florida
- Broadway New Orleans

JENNA PERRINO (jperrino@playbill.com)  
718-606-3256

- Classic Arts New York
- Classic Arts Texas
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts St. Louis
- Classic Arts Minnesota
- Broadway New York Showbill (Lyric) / Subscription
- Broadway Boston
- Broadway California & Curran Wrap
- Broadway Philadelphia
- Broadway Baltimore
- Broadway Washington D.C.

### DIGITAL FILES

DELIVER VIA: Email or OneDrive Link. Receive link from Sales/Production. Follow link instructions to upload files.

- Please email appropriate production manager listed above with file name when posted/uploaded

### SHIPPING ADDRESS for Proofs and other materials:

PLAYBILL  
729 Seventh Avenue, 4th floor  
New York, NY 10019

Attn: Production Dept. (indicate contact person above)

## ISSUANCE and CLOSING DATES

- All editions are printed to be available for delivery on the 1st of each month.
- Closing date for insertions is the 1st of the month one month preceding the month of issue. Non-cancelable insertion orders for Premium Positions are due the first of the month, 3 months preceding the month of issue.
- Closing date for material is the 4th of the month preceding the month of issue.
- No contract insertion orders or copy changes will be accepted without written confirmation.

# General INFORMATION

Advertising is exclusively solicited by the representatives of PLAYBILL®.

**Playbill®** and **Showbill®** are published by Playbill Incorporated (Publisher), 729 Seventh Avenue, New York, NY 10019 (212) 557-5757.

## CONTRACT AND COPY REGULATIONS

1. Contract period is 12 consecutive months. All contracts subject to increases in rates and applicable rate protection, if any. When new rates are announced, such announcement will be made 3 months prior to effective date.
2. Publisher reserves the right to exclude any advertisement which, in its opinion, does not conform to the standards of the publications.
3. All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
4. All orders are accepted subject to labor disputes, accidents, fires, acts of God, or other contingencies beyond the publisher's control (whether like or unlike any of those enumerated herein) which prevent the publisher from partially or completely producing or distributing any of the listed publications. Further, the publisher shall not be liable for damages if there is failure to publish an advertisement for any reason.
5. Failure to make insertion orders correspond in price and otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice. Any production material submitted and accepted after the closing date for the submission of such material will be printed as submitted and billed accordingly.
6. No contract, insertion orders or copy changes will be accepted without written confirmation. Only those conditions appearing in the publisher's acceptance of advertising orders are binding upon the publisher. Publisher will not be bound by any condition of any nature appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained within its Rate Card or with the magazine's policies.
7. All advertisements must be clearly identifiable as such with the trademark or signature of the advertiser, or the word "Advertisement" shall be placed with copy which in the publisher's opinion resembles editorial copy.
8. Frequency discounts are earned for space used within a 12 month period. For New York advertisers market, retail and fashion insertions may be combined for frequency within a 12 month period.
9. Advertising schedules comprised of mixed space units of standard sizes earn frequency discount only for the number of insertions of the same unit of space in a contract year.
10. In addition to multiple insertions in the same market, advertisers can earn frequency as follows: National editions earn frequency in all markets. New York Playbill® insertions earn frequency in all markets including National editions. Twelve time (12x) advertisers in complete Midwest, Mid-Atlantic, Western, Southeast, South Central or New England markets earn twelve time (12x) frequency in all such markets (other than National editions or New York). Frequency earned in complete Midwest, Mid-Atlantic, Western, Southeast, South Central or New England markets applies to segments of the same markets. Segments of Midwest, Mid-Atlantic, Western, Southeast, South Central or New England markets do not earn frequency for other than the same market segment.
11. Cancellations will not be accepted after applicable closing date for insertion orders. Verbal cancellations must be confirmed in writing the same day. Publisher accepts no liability for verbal cancellations.
12. Where a special position has been guaranteed for a contract year, cancellation of any portion of guaranteed position contract must be received in writing at least 90 days prior to effective cancellation date. Where a special position has been guaranteed for one or more months, cancellation of such insertions must be received in writing at least 90 days prior to the first day of month of issue.
13. Should any portion of a New York strip advertising contract be canceled,

advertiser will be short-rated to earned 1/4 PAGE rated plus 50%.

14. Publisher is not responsible for errors in key numbers or other typesetting done by publisher.
15. Contact publisher for mechanical requirements, applicable rates and conditions for special inserts prior to printing material of any kind for insertion in these publications.
16. Charges for mechanical work not subject to agency commission. Premium charges for gatefolds and other special advertising units are commissionable.
17. Publisher reserves the right to assign delinquent accounts to established collection services. All invoices so assigned are not subject to agency discount. Agency commissions are considered earned only if invoices are paid without collection expense.
18. Advertisers placing insertions in any calendar year are eligible for rate protection for the first three months of the subsequent calendar year.
19. Productions principally performed for children may prohibit advertising of certain product categories. In such event, appropriate and proportionate credit will be reflected on the applicable invoices.
20. In regional theatrical venues, the performance schedules of touring shows and limited engagement attractions frequently do not conform to calendar months. Advertising is included in all editions published in the month of insertion. Some editions may continue to be distributed at performances in the first days of the immediately following month.
21. Some Markets are combinations of two or more larger cities in which advertising may be purchased for a percentage of the Market rate. These percentages are averages and individual cities can have greater month to month circulation variation than will the Market in its entirety.
22. Publisher must prior confirm all position requests. In some regions, position implementation may vary from edition to edition due to limited pagination. Publisher must prior confirm requests for intervening pages ("Gapping") between competitive products greater than a minimum guarantee of two intervening spreads. In some regions, implementation of a Gapping commitment greater than two intervening spreads may vary from edition to edition due to limited pagination.
23. The following additional discounts are available to New York PLAYBILL® edition advertising clients extending their buy with the same unit of space in the same month: 10% on the purchase of advertising in the Metropolitan Opera edition; 10% on the purchase of advertising in the Lincoln Center edition; 10% on the purchase of advertising in the Carnegie Hall/City Center edition; 30% discount on the purchase of complete Markets (other than New York).
24. The following additional discounts are available to New York Classic Arts package (Metropolitan Opera, Lincoln Center, Carnegie Hall/City Center) advertising clients extending their buy with the same unit of space in the same month: 30% on Classic Arts attractions throughout the country (ask your representative for a current list of Classic Arts attractions and rates); 20% discount on complete Markets purchased including the Classic Arts Attractions in that Market.
25. The following additional discounts are available to New York Metropolitan Opera edition advertising clients extending their buy with the same unit of space in the same month: 10% on the purchase of advertising in the Lincoln Center edition and 10% on the purchase of advertising in the Carnegie Hall/City Center edition.
26. The following additional discounts are available to National Classic Arts advertising clients extending their buy with the same unit of space in the same month: 30% discount on the purchases of the complete balance of any Market other than New York. There is no further discount for the purchase of the balance of the New York Market.
27. The following additional discounts are available to National Broadway advertising clients extending their buy with the same unit of space in the same month: 30% discount on the purchases of Classic Arts Attractions in any city other than New York and 10% on the purchase of New York Classic Arts attractions.
28. Retail insertions and payments for all National editions and New York Market advertisers qualifying for the retail rate must originate at the AGENCY OF RECORD for the store promoted in the advertisement and the store name and identity must be clearly as PROMINENT as names of products or services featured in the advertisement.
29. Fashion insertions accepted for National editions and New York Market advertisers engaged in the manufacture of all facets of apparel and home furnishings are qualified for these rates.



General **INFORMATION** continued

**AVERAGE MONTHLY CIRCULATION**

The immediately preceding three year's figures are averaged to form the current base figure. This is appropriately adjusted for changes in theatre services, construction and other known factors affecting circulation at the time of rate card publication.

This circulation projection is to serve as a guide for advertisers. It is not a guarantee. Publisher guarantees to provide complete service to theatrical attractions at listed theatres. Actual circulation experience varies from year to year. Publisher adds theatres wherever practical to support circulation projections.

If distribution to listed theatres falls significantly below average monthly circulation projections, compensating circulation will be provided as possible and applicable in additional markets and/or increased size of space for future insertions in the affected markets.

**ADVERTISING AGENCY COMMISSION**

Agency Commission .....15 %

Bills are rendered on the last Monday of the month prior to month of issue and payable on the 10th of the month of issue.

**NATIONAL SALES**

NEW YORK SALES OFFICE  
PLAYBILL®  
729 Seventh Avenue, Fourth Floor  
New York, NY 10019  
(212) 557-5757

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729 Seventh Avenue, Fourth Floor, New York, NY 10019  
(212) 557-5757



Harry Potter and the Cursed Child



**PLAYBILL**

THE MUSIC BOX

**DEAR  
EVAN  
HANSEN**



**PLAYBILL**

BERNARD B. JACOBS THEATRE

**COMPANY**

A MUSICAL COMEDY



The Met  
ropolitan  
Opera



**PLAYBILL**

BROOKS ATKINSON THEATRE

**SIX**  
THE MUSICAL



**PLAYBILL**

WINTER GARDEN THEATRE

THE AMERICAN THEATRE WING'S

74TH ANNUAL



AWARDS

SUNDAY, SEPTEMBER 26, 2021

PRESENTED BY  
THE BROADWAY LEAGUE AND THE AMERICAN THEATRE WING