

# PLAYBILL®

## **NATIONAL RATE CARD**

Including Rates for New York, Midwest, Mid-Atlantic, Western,  
Southeast, South Central and New England Markets

**Rate Card #52**

Effective January 2012

525 Seventh Avenue, Suite 1801, New York, NY 10018

(212) 557-5757

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## NATIONAL Edition

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

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### **Four Color**

	<i>1-Time</i>	<i>3-Time</i>	<i>6-Time</i>	<i>9-Time</i>	<i>12-Time</i>
<i>Page</i>	\$238,750	\$227,619	\$213,153	\$191,001	\$148,409
<i>1/2 Page</i>	131,313	125,192	117,235	105,051	81,625
<i>1/4 Page</i>	72,222	68,856	64,479	57,779	44,895

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### **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%

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### **Bleed**

Included on all pages and half pages

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### **Continuity & Frequency**

1-, 3-, 6- and 9-time insertions are subject to discounts for insertions in any of the following months:

June 9%, July 17%, August 20%, September 11%.

The 12-time rate is pre-discounted consistent with these monthly percentages and is not subject to further discount.

18 insertions (same unit of space)—5% discount of 12-time rate

24 insertions (same unit of space)—10% discount of 12-time rate

PLAYBILL®—New York insertions credited to National frequency.

National editions' frequency applies to all Markets.

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### **Retail & Fashion Rates**

Retail rates—85% of earned rate

Fashion rates—80% of earned rate

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### **Distribution**

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

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### **Average Monthly Circulation**

4,143,680 (see seasonal adjustments above)

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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## NATIONAL BROADWAY Edition

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### **Four Color**

	<i>1-Time</i>	<i>3-Time</i>	<i>6-Time</i>	<i>9-Time</i>	<i>12-Time</i>
Page	\$179,953	\$172,325	\$163,790	\$149,959	\$121,994
1/2 Page	98,974	94,779	90,085	82,477	67,096

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### **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%

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### **Bleed**

Included on all pages and half pages

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### **Continuity & Frequency**

1-, 3-, 6- and 9-time insertions are subject to discounts for insertions in any of the following months:

June 15%, July 20%, August 20%, September 15%.

The 12-time rate is pre-discounted consistent with the these monthly percentages and is not subject to further discount.

18 insertions (same unit of space)—5% discount of 12-time rate.

24 insertions (same unit of space)—10% discount of 12-time rate.

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

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### **Retail & Fashion Rates**

Retail rates—85% of earned rate

Fashion rates—80% of earned rate

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### **Distribution**

See Regional Market pages for distribution details to theatres and theatrical attractions in the New York, Midwest, Mid-Atlantic, 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, Orlando, Dallas, Houston, San Antonio, New Orleans, Chicago, Cincinnati, Columbus, St. Louis, Kansas City, Minneapolis, Indianapolis, Los Angeles, San Francisco, San Diego, Las Vegas and Tempe.

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### **Average Monthly Circulation**

3,065,280

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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## NATIONAL CLASSIC ARTS Edition

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### **Four Color**

	<i>1-Time</i>	<i>3-Time</i>	<i>6-Time</i>	<i>9-Time</i>	<i>10-Time</i>
<i>Page</i>	\$69,170	\$62,305	\$58,330	\$54,352	\$51,878
<i>1/2 Page</i>	38,043	34,267	32,083	29,892	28,532

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### **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%

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### **Bleed**

Included on all pages and half pages

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### **Continuity & Frequency**

Due to the seasonal activity of most cultural attractions the maximum frequency discount is 10-time with further discounts as follows:

15 insertions (same unit of space)—5% discount of 10-Time rate

20 insertions (same unit of space)—10% discount of 10-Time rate

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### **Retail & Fashion Rates**

Retail rates—85% of earned rate

Fashion rates—80% of earned rate

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### **Distribution**

Metropolitan Opera; Carnegie Hall; New York City Center; New York Philharmonic; New York City Ballet; New York City Opera; Jazz at Lincoln Center; Lincoln Center including all performances at Avery Fisher Hall (including Great Performers, Mostly Mozart and Lincoln Center Festival) and Alice Tully Hall (including New York Film Festival and Chamber Music Society of Lincoln Center), and Lincoln Center Spotlight; Chicago Symphony Orchestra; Philadelphia Orchestra; Pennsylvania Ballet; Kennedy Center including the National Symphony Orchestra and Washington Opera; Boston Ballet; Boston Lyric Opera; Houston Ballet; Alley Theatre; Dallas Symphony Orchestra; Dallas Opera; Adrienne Arsht Center for the Performing Arts, Kravis Center, West Palm Beach; Saint Louis Symphony; San Francisco Symphony.

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### **Average Monthly Circulation**

1,078,400\*

\*In season distribution

June and September each = 75% of earned rate

July and August each = 50% of earned rate.

July and August each insertion credited as 50% for frequency.

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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## New York City Theatres

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### **BROADWAY THEATRES:**

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

### **OFF-BROADWAY THEATRES\*\*:**

Astor Place  
 Atlantic Theater  
 Barrow Street  
 Cherry Lane  
 Classic Stage Company  
 Jane Street Theatre  
 Joyce  
 Little Shubert  
 Lortel  
 Manhattan Theatre Club  
 Minetta Lane  
 New World Stages (1-5)  
 Orpheum  
 Playwrights Horizon (Mainstage)  
 Primary Stages  
 Public Theater:  
 Anspacher, LuEsther,  
 Martinson, Newman,  
 Delacorte  
 Roundabout-Laura Pels  
 Second Stage Theatre  
 Signature Theatre Company  
 Snapple Theater Center  
 SoHo Playhouse  
 Theatre for a New Audience  
 Union Square  
 Westside (upstairs & downstairs)

### **LINCOLN CENTER:**

Beaumont Theater  
 Newhouse Theater

Newsstand &  
 Subscription Edition

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## New York City Classic Arts

### **LINCOLN CENTER:**

Metropolitan Opera House  
 Avery Fisher Hall  
 David H. Koch Theater  
 Alice Tully Hall  
 Lincoln Center Calendar

### **CARNEGIE HALL:**

Stern Auditorium  
 Weill Recital Hall  
 Zankel Hall

### **TIME WARNER BUILDING:      NEW YORK CITY CENTER**

Rose Theater  
 Allen Room

\*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 constant revision and change. PLAYBILL® provides service to theatres and theatre organizations of repute, with continuity of presentation and adequate facility.

\*\*\*SHOWBILL® edition.

(Compiled 9/1/11)

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## NEW YORK Market

<i>Four Color</i>	<i>1-Time</i>	<i>3-Time</i>	<i>6-Time</i>	<i>9-Time</i>	<i>12-Time</i>
<i>Page</i>	\$145,982	\$138,951	\$131,420	\$123,572	\$111,155
<i>1/2 Page</i>	80,393	76,521	72,374	68,054	61,380
<i>1/4 Page</i>	40,244	38,307	36,234	34,071	30,728

### ***Distribution***

All New York City PLAYBILL®, SHOWBILL® and CLASSIC ARTS editions (For additional information see pages 7, 8, 9, 10 and 11.)

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***Average Monthly Circulation: 2,174,850***

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## THEATRE—New York

<i>Four Color</i>	<i>1-Time</i>	<i>3-Time</i>	<i>6-Time</i>	<i>9-Time</i>	<i>12-Time</i>
<i>Page</i>	\$101,956	\$97,571	\$92,678	\$87,478	\$77,798
<i>1/2 Page</i>	56,179	53,764	51,067	48,202	43,033
<i>1/4 Page</i>	28,139	26,929	25,579	24,144	21,554

### ***Distribution***

All New York City PLAYBILL® and SHOWBILL® editions (For additional information see pages 7 and 8.)

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***Average Monthly Circulation: 1,606,250***

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## CLASSIC ARTS—New York

<i>Four Color</i>	<i>1-Time</i>	<i>3-Time</i>	<i>6-Time</i>	<i>9-Time</i>	<i>10-Time</i>
<i>Page</i>	\$52,617	\$49,542	\$46,481	\$43,417	\$40,246
<i>1/2 Page</i>	28,943	27,251	25,567	23,884	22,139
<i>1/4 Page</i>	14,471	13,626	12,788	11,945	11,070

### ***Distribution***

Metropolitan Opera, Lincoln Center and Carnegie Hall/City Center editions (For additional information see pages 9, 10 and 11.)

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***Average Monthly Circulation: 568,600\****

\*In season distribution (September–June)

July and August each = 50% of earned rate. Summer distribution includes additional distribution at Shakespeare in the Park.

Each insertion credited as 50% for frequency.

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### ***Premium Positions***

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15% including Bleed. Cover 2 & Cover 2 Spread: Earned four color rate plus 5% including Bleed

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### ***Bleed***

Included on all pages and half pages

PLAYBILL®

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## PLAYBILL®—New York

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### **Four Color**

	<i>1-Time</i>	<i>3-Time</i>	<i>6-Time</i>	<i>9-Time</i>	<i>12-Time</i>
<i>Page</i>	\$97,493	\$93,301	\$88,622	\$83,649	\$74,391
<i>1/2 Page</i>	53,721	51,411	48,832	46,093	41,150
<i>1/4 Page</i>	26,908	25,752	24,460	23,088	20,612

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### **Premium Positions**

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15% including Bleed. Cover 2 & Cover 2 Spread: Earned four color rate plus 5% including Bleed

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### **Strips**

One Quarter page horizontal color strip \$25,754 per month. Guaranteed position to 12-Time advertisers. No frequency discount.

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### **Bleed**

Included on all pages and half pages

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### **Continuity & Frequency**

18 insertions (same unit of space)—5% discount of 12-Time rate  
24 insertions (same unit of space)—10% discount of 12-Time rate

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### **Retail & Fashion Rates**

Retail rates—85% of earned rate

Fashion rates—80% of earned rate. Maximum frequency 6-time

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### **Distribution**

All New York City PLAYBILL® editions. See page 4.

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### **Average Monthly Circulation**

1,541,250

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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## SHOWBILL®—New York

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### **Four Color**

	<i>1-Time</i>	<i>3-Time</i>	<i>6-Time</i>	<i>9-Time</i>	<i>12-Time</i>
Page	\$8,926	\$8,542	\$8,114	\$7,659	\$6,812
1/2 Page	4,917	4,706	4,470	4,220	3,767

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### **Premium Positions**

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15% including Bleed. Cover 2 & Cover 2 Spread: Earned four color rate plus 5% including Bleed

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### **Bleed**

Included on all pages and half pages

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### **Continuity & Frequency**

18 insertions (same unit of space)—5% discount of 12-Time rate

24 insertions (same unit of space)—10% discount of 12-Time rate

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### **Retail & Fashion Rates**

Retail rates—85% of earned rate

Fashion rates—80% of earned rate. Maximum frequency 6-time.

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### **Combination rate:**

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

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### **Distribution**

New Amsterdam Theatre

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### **Average Monthly Circulation**

65,000

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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# METROPOLITAN OPERA HOUSE— New York

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## **Four Color**

	<i>1-Time</i>	<i>3-Time</i>	<i>6-Time</i>	<i>9-Time</i>	<i>10-Time</i>
<i>Page</i>	\$14,346	\$13,485	\$12,624	\$11,763	\$10,903
<i>1/2 Page</i>	7,890	7,416	6,943	6,469	5,998
<i>1/4 Page</i>	3,944	3,707	3,473	3,235	2,998

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## **Premium Positions**

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15% including Bleed. Cover 2 & Cover 2 Spread: Earned four color rate plus 5% including Bleed

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## **Bleed**

Included on all pages and half pages

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## **Continuity & Frequency**

15 insertions (same unit of space)—5% discount of 10-Time rate

20 insertions (same unit of space)—10% discount of 10-Time rate

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## **Retail & Fashion Rates**

Retail rates—85% of earned rate

Fashion rates—80% of earned rate. Maximum frequency 6-time.

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## **Combination rates:**

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

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## **Distribution**

All performances at the Metropolitan Opera House, including the annual New York season of American Ballet Theatre, and the Metropolitan Opera's New York metropolitan area Parks Series and Symphony in the Parks.

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## **Average Monthly Circulation**

137,600\*

\*In season distribution. No Edition in months of August and September.

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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## LINCOLN CENTER—New York

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### **Four Color**

	<i>1-Time</i>	<i>3-Time</i>	<i>6-Time</i>	<i>9-Time</i>	<i>10-Time</i>
<i>Page</i>	\$28,014	\$26,417	\$24,831	\$23,249	\$21,674
<i>1/2 Page</i>	15,411	14,534	13,661	12,790	11,923
<i>1/4 Page</i>	7,708	7,269	6,832	6,397	5,964

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### **Premium Positions**

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15% including Bleed. Cover 2 & Cover 2 Spread: Earned four color rate plus 5% including Bleed

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### **Bleed**

Included on all pages and half pages

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### **Continuity & Frequency**

15 insertions (same unit of space)—5% discount of 10-Time rate

20 insertions (same unit of space)—10% discount of 10-Time rate

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### **Retail & Fashion Rates**

Retail rates—85% of earned rate

Fashion rates—80% of earned rate. Maximum frequency 6-time

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### **Combination rates:**

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

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### **Distribution**

All performances at Avery Fisher Hall, Alice Tully Hall, David H. Koch Theater, Rose Theater and Allen Room; and the New York Philharmonic's New York metropolitan area Parks Series. Resident companies include New York City Ballet, New York City Opera, New York Philharmonic, Jazz at Lincoln Center, the New York Film Festival, Great Performers, American Songbook, Chamber Music Society of Lincoln Center, Juilliard, Lincoln Center Festival, Mostly Mozart and Lincoln Center Spotlight.

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### **Average Monthly Circulation**

291,600\*

\*In season distribution

July and August each = 50% of earned rate.

Each insertion credited as 50% for frequency.

*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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## CARNEGIE HALL/CITY CENTER— New York

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### **Four Color**

	<i>1-Time</i>	<i>3-Time</i>	<i>6-Time</i>	<i>9-Time</i>	<i>10-Time</i>
<i>Page</i>	\$14,030	\$13,187	\$12,346	11,501	\$10,522
<i>1/2 Page</i>	7,715	7,251	6,790	6,327	5,786
<i>1/4 Page</i>	3,858	3,626	3,396	3,164	2,894

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### **Premium Positions**

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15% including Bleed. Cover 2 & Cover 2 Spread: Earned four color rate plus 5% including Bleed

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### **Bleed**

Included on all pages and half pages

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### **Continuity & Frequency**

15 insertions (same unit of space)—5% discount of 10-Time rate

20 insertions (same unit of space)—10% discount of 10-Time rate

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### **Retail & Fashion Rates**

Retail rates—85% of earned rate

Fashion rates—80% of earned rate. Maximum frequency 6-time.

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### **Combination rates:**

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

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### **Distribution**

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

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### **Average Monthly Circulation**

139,400\*

\*In season distribution

July and August each = 50% of earned rate

Each insertion credited as 50% for frequency.

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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## MIDWEST Market

PLAYBILL Incorporated publishes the Midwest edition of PLAYBILL® Magazine and represents these editions for the sale of national advertising. Local advertisers should contact the Chicago, Cincinnati, St. Louis, Minneapolis or Indianapolis Sales Offices listed on back cover for details of local rate structure.

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### Four Color

	1-Time	3-Time	6-Time	9-Time	12-Time
Page	\$53,934	\$50,806	\$48,271	\$45,521	\$40,908
1/2 Page	29,664	27,943	26,549	25,036	22,500
1/4 Page	14,832	13,971	13,275	12,518	11,249

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### Premium Positions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15% including Bleed. Cover 2 & Cover 2 Spread: Earned four color rate plus 5% including Bleed

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### Bleed

Included on all pages and half pages

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### City Rates

Advertisers may purchase circulation exclusively in Chicago for 68% of listed rates, in Cincinnati and Columbus for 17% of listed rates, in St. Louis and Kansas City for 21% of listed rates, and in Minneapolis for 7% of listed rates.

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### Distribution

Chicago: Chicago Symphony Orchestra, Auditorium Theater, Bank of America Theatre, Briar Street, Broadway Playhouse, Cadillac Palace Theater, Drury Lane Theater Oakbrook, Ford-Oriental Theatre, Goodman Theatre, Marriott Theatre, Metropolis Theater, Paramount Theatre, Second City, Theater at the Center, Victory Gardens; Ohio: Cincinnati Broadway Series, Columbus Broadway Series—Ohio Theater and Palace Theater; St. Louis: Saint Louis Symphony, St. Louis Broadway Series—Fox Theatre; Kansas City Broadway Series—Municipal Auditorium Music Hall; Minneapolis: Minneapolis Broadway Series—State Theatre, Orpheum Theatre and Pantages Theater; Indianapolis: Murat Theatre

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### Average Monthly Circulation

573,230

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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## MID-ATLANTIC Market

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 Philadelphia or Baltimore/Washington Sales Office listed on the back cover for details of local rate structure.

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### **Four Color**

	1-Time	3-Time	6-Time	10-Time
Page	\$40,033	\$36,814	\$34,853	\$32,855
1/2 Page	21,985	20,202	19,102	17,993
1/4 Page	10,993	10,100	9,551	8,996

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### **Premium Positions**

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15% including Bleed. Cover 2 & Cover 2 Spread: Earned four color rate plus 5% including Bleed

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### **Bleed**

Included on all pages and half pages

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### **City Rates**

Advertisers may purchase circulation exclusively in Philadelphia for 42% of listed rates in Baltimore for 10% of listed rates and in Washington, DC for 58% of listed rates.

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### **Distribution**

Philadelphia: Forrest Theatre; Walnut Street Theatre (Main Stage); Mann Center for the Performing Arts (all attractions); the Philadelphia Orchestra (Kimmel Center); the Pennsylvania Ballet. Baltimore: Theatrical attractions at the Hippodrome Performing Arts Center. Washington, DC: Kennedy Center, including the National Symphony Orchestra and the Washington Opera; the National Theatre

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### **Average Monthly Circulation**

405,600 (SEPTEMBER - JUNE)

226,530 (JULY - AUGUST)

Due to seasonal circulation differential, the Mid-Atlantic edition offers maximum discount for a ten month seasonal schedule. However, advertisers may purchase July or August at 60%. Each such out-of-season insertions will earn frequency discount as one (1) insertion.

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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## WESTERN Market

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

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### Four Color

	1-Time	3-Time	6-Time	9-Time	12-Time
Page	\$27,416	\$25,826	\$24,538	\$23,140	\$20,795
1/2 Page	15,081	14,205	13,497	12,727	11,437
1/4 Page	7,541	7,102	6,748	6,364	5,719

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### Premium Positions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15% including Bleed. Cover 2 & Cover 2 Spread: Earned four color rate plus 5% including Bleed

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### Bleed

Included on all pages and half pages

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### State & City Rates

Advertisers may purchase circulation exclusively in the State of California for 65% of listed rates; in Southern California (Los Angeles and San Diego) for 34% of listed rates; in Los Angeles for 23% of listed rates; in San Francisco for 35% of listed rates; in Arizona for 14% of listed rates; and Las Vegas for 25% of listed rates.

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### Distribution

Los Angeles: Pantages Theatre, Wilshire Theatre, Brentwood Theatre, Wadsworth Theatre; San Diego: Civic Theater, Playgoers Series; San Francisco: Curran Theatre, Golden Gate Theatre, Orpheum Theatre, and selected additional theatres and attractions; San Francisco Symphony; Tempe: Gammage Auditorium; Las Vegas: Venetian Hotel and Palazzo Hotel

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### Average Monthly Circulation

370,000

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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## SOUTHEAST Market

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

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### **Four Color**

	1-Time	3-Time	6-Time	8-Time
Page	\$20,182	\$18,567	\$17,962	\$15,743
1/2 Page	11,100	10,211	9,878	8,659
1/4 Page	5,550	5,107	4,939	4,328

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### **Premium Positions**

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15% including Bleed. Cover 2 & Cover 2 Spread: Earned four color rate plus 5% including Bleed

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### **Bleed**

Included on all pages and half pages

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### **Distribution**

Miami: Adrienne Arsht Center for the Performing Arts; Fort Lauderdale: Broward Center for the Performing Arts, Broadway Series, Palm Beach: Kravis Center For The Performing Arts, Broadway Series; Orlando: Bob Carr Theater, Broadway Series; New Orleans: Mahalia Jackson Theater.

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### **Average Monthly Circulation**

183,000 (OCTOBER – MAY)

73,000 (JUNE – SEPTEMBER)

Due to seasonal circulation differential, the Southeast edition offers maximum discount for an eight-month seasonal schedule. However, advertisers may purchase any month from June to September at 30%. Each two (2) such out-of-season insertions will earn frequency discount as one (1) in-season insertion.

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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## **SOUTH CENTRAL Market**

*PLAYBILL Incorporated publishes the South Central edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact Dallas or Houston or San Antonio Sales Office listed on back cover for details of local rate structure.*

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### **Four Color**

	<i>1-Time</i>	<i>3-Time</i>	<i>6-Time</i>	<i>10-Time</i>
<i>Page</i>	\$21,684	\$20,383	\$19,082	\$17,781
<i>1/2 Page</i>	11,926	11,212	10,495	9,780
<i>1/4 Page</i>	5,963	5,606	5,248	4,890

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### **Premium Positions**

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15% including Bleed. Cover 2 & Cover 2 Spread: Earned four color rate plus 5% including Bleed

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### **Bleed**

Included on all pages and half pages

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### **City Rates**

Advertisers may purchase circulation exclusively in Houston for 50% of listed rates, in Dallas for 44% of listed rates and in San Antonio for 11% of listed rates.

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### **Distribution**

Dallas Symphony Orchestra; Dallas Opera; Dallas Broadway Series: Music Hall, Majestic Theatre; Dallas Summer Musicals: Music Hall, Fair Park; Houston Ballet: Wortham Center; Houston Broadway Series: Hobby Center for the Performing Arts; Theatre Under The Stars; Alley Theatre; San Antonio Broadway Series: Majestic Theatre.

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### **Average Monthly Circulation**

208,000 (SEPTEMBER - JUNE)

184,900 (JULY - AUGUST)

Due to seasonal circulation differential, the South Central edition offers maximum discount for a ten month seasonal schedule. However, advertisers may purchase July or August at 80%. Each such out-of-season insertions will earn frequency discount as one (1) insertion.

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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## NEW ENGLAND Market

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

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### Four Color

	1-Time	3-Time	6-Time	9-Time	10-Time
Page	\$20,461	\$19,438	\$18,415	\$17,392	\$16,369
1/2 Page	11,254	10,691	10,128	9,565	9,003
1/4 Page	5,627	5,345	5,064	4,783	4,501

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### Strips

One quarter page horizontal strips sold on a 12-month B/W contract for \$60,606 (\$5,050 per month).

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### Bleed

Included on all pages and half pages

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### Distribution

Boston: The Opera House, including all performances of The Boston Ballet; The Colonial Theatre; The Charles Playhouse I & II; The CitiCenter for the Performing Arts—The Wang Theatre and The Shubert Theatre, including all performances of The Boston Lyric Opera; select productions at Emerson College's Cutler Majestic Theatre.

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### Average Monthly Circulation

229,000 (OCTOBER – MAY)

131,730 (JUNE – SEPTEMBER)

Due to seasonal circulation differential, the New England edition offers maximum discount for a ten month seasonal schedule. However, advertisers may purchase months from June to September at 50%. Each two such out-of-season insertions will earn frequency discount as one (1) insertion.

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*Fifth Color: Pages and half-pages only. Earned four color rate plus 15%*

*Subject to space availability.*

*With some limitations advertisers may request metallic inks as second or fifth colors without additional in surcharge.*

*(Compiled 9/1/11)*

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**Restaurant—NEW YORK Market (Theatre  
& Classic Arts)**

**Restaurant—NEW YORK THEATRE  
(PLAYBILL® & SHOWBILL® )**

**Restaurant—CLASSIC ARTS New York**

**Contact the New York Sales Office for details**

525 Seventh Avenue, Suite 1801, New York, NY 10018

Ph. (212) 557-5757

[ctiburcio@playbill.com](mailto:ctiburcio@playbill.com)

**RESTAURANT DISPLAY ADVERTISER LISTING**

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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. One inch and 1/8 page display advertising in Black & White ONLY. Contact your sales representative for details.

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

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Single Theatre advertising: Pages and 1/2 pages only. Non-bleed Black & White only. Subject to space availability and prior sale. One Broadway Theatre for One Month—12.5% of open rate on page 7.

One Off-Broadway Theatre for One Month—7.5% of open rate on page 7. Subject to space availability and prior sale.

All Off-Broadway Theatres: Full pages only. Color: 35.5% of open rate on page 7. Subject to space availability.

Frequency earned in a complete New York edition contract will apply to Theatre-by-Theatre insertions during the complete edition contract period.

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## Theatrical Performance Advertising— New York

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Attractions served by PLAYBILL® qualify for a special rate.\* Please contact the New York sales office for further information.

Other live theatrical performance advertising—deduct 50% from one-time rate on page 7. Recordings of attractions served by PLAYBILL®—deduct 25% from one-time rate on page 7.

\*Not applicable for covers or other premium positions.

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## Miscellaneous Rates—New York

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### NON-PROFIT AND CHARITY RATE

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

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### ABC RATE—PLAYBILL® only

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Listings for "live" theatrical performances. Monthly Rates

Per Title Line	\$430
Per Standard line	\$230
Biweekly Minimum	\$2,123

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.

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### SUPPLEMENTS & THEMATIC SECTIONS

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Rates available upon request.

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### REPLY CARDS

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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.

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### RETAIL CATEGORIES

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

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### DISTANT DESTINATION RATE

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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.

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## Mechanical Requirements

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	<i>Bleed*</i>	<i>Non-Bleed</i>
Covers or Pages	5 7/8 x 8 3/4	4 5/8 x 7 3/4
Spreads	11 x 8 3/4	10 1/4 x 7 3/4
Half Page (vertical)	2 3/4 x 8 3/4	2 1/4 x 7 3/4
Half Page (horizontal)	5 5/8 x 4 3/8	4 5/8 x 3 3/4
Quarter Page (vertical)		2 1/4 x 3 3/4
Quarter Page (horizontal— see special rate)		4 3/8 x 1 1/2
Eighth Page (Dining Guide)		2 1/4 x 1 1/2
One Inch (Dining Guide)		2 1/4 x 1
Trim Size		5 5/8 x 8 1/2

\*Included in rates for pages, spreads and half pages.

†Bleed in gutter only.

### *Bleed requirement:*

Bleed materials must provide a safety margin of 3/8" from all edges. Live matter on pages cannot exceed 4 7/8 x 8.

Gutter safety is 1/4".

## DIGITAL FILES

Hi-Res PDF's or PDFX/A or PDF/X compliant files are preferred. Quark, InDesign,

Photoshop and Illustrator files are accepted. Graphics, logos, pictures etc. must be saved as EPS or TIFF files and should be included on the disk. Native files must include all used fonts (screen and printer). All colors must be converted to CMYK. All ads can be uploaded to a designated ftp site or e-mailed directly to the production manager.

Contact Production Manager Alex Near (anear@playbill.com) for further information.

## PROOFS

All ads must be accompanied by an insertion order and SWOP standard proofs. Acceptable proofs include Kodak Approvals, ink-on-paper press proofs, or Imation Digital Proofs.

Supplied proofs must be actual size with no corrections noted.

PLAYBILL is not liable for final output of ads submitted without SWOP proofs.

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 the following undercolor percentages of tone are recommended: 60% Process Blue, 40% Process Red, 40% Process Yellow.

To facilitate register, reverse type should be "spread" in subordinate colors.

## REQUIREMENTS FOR SUBMITTING DIGITAL FILES/PROOFS PER MARKET

### NATIONAL

Send 3 digital files\* on 3 separate CDs or DVDs. Send 3 color proofs.

### NATIONAL BROADWAY

Send 2 digital files\* on 2 separate CDs or DVDs. Send 3 color proofs.

### NATIONAL CLASSIC ARTS

Send 2 digital files\* on 2 separate CDs or DVDs. Send 3 color proofs.

### NEW YORK (all editions)

Send 1 digital file\*. Send 3 color proofs.

### REGIONAL MARKETS

Send 1 digital file\*. Send 2 color proofs.

All files and proofs should be sent to Alex Near in the New York office, see page 21.

## INFORMATION

For questions about file formats, specialty fonts, software, or any specifications please contact Alex Near, see page 21.

\*Digital files can be sent electronically via e-mail or a designated ftp site. All color proofs must still be sent to Alex Near, see page 21.

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## Issuance and Closing Dates

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- a. All editions are printed to be available for delivery on the 1st of each month.
- b. Closing date for insertions is the 15th of the month 2 months 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.
- c. Closing date for material is the 1st of the month preceding the month of issue. See Mechanical Specifications page 20.
- d. Space Availability to be determined on the 7th of the month preceding the month of issue.
- e. No contract insertion orders or copy changes will be accepted without written confirmation.

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## Production Offices

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### **New York**

All production materials for National and New York editions should be submitted to **Playbill Incorporated (or PLAYBILL®), Production Office, 525 Seventh Avenue, Suite 1801, New York, NY 10018, Attn: Alex Near.**  
email: [anear@playbill.com](mailto:anear@playbill.com)  
(212) 557-5757

### **Southeast Market**

Submit production materials to the **New York** Production Office listed above.

### **New England Market**

Submit production materials to the **New York** Production Office listed above.

### **Mid-Atlantic Market**

Submit production materials to the **New York** Production Office listed above.

### **South Central Market**

Submit production materials to the **New York** Production Office listed above.

### **Midwest Market**

Submit production materials to the **New York** Production Office listed above.

### **Western Market**

Submit production materials to the **New York** Production Office listed above.

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## General Information

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Advertising is exclusively solicited by the representatives of PLAYBILL®.

PLAYBILL® and SHOWBILL® are published by Playbill Incorporated (Publisher), 525 Seventh Avenue, New York, NY 10018 (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. See details of two-year contract in paragraph 18.
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.

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## General Information

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**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.** Publisher accepts non-cancelable 2-year, 24 month contracts at prevailing rates provided: page units only; the first insertion is placed prior to any announcement of increase in rates; the total commitment is for a minimum of 24 pages with a minimum of 12 pages appearing in each year of the contract. A 24 month contract for PLAYBILL® New York entitles the advertiser to purchase any number of insertions in regional markets at rates prevailing on the date of contract acceptance. A 24 month contract for regional markets entitles the advertiser to purchase any number of insertions in other markets except National or New York at rates prevailing on the date of contract acceptance. The rate for one or more sequential uninterrupted renewed National two year contracts shall be one half of the difference between the rate of the immediately prior two year contract and the rate card in effect at the time of renewal.

**19.** Advertisers placing insertions in any calendar year are eligible for rate protection for the first three months of the subsequent calendar year.

**20.** Advertisers placing a minimum of 18 pages in a contract year in the New York edition or 12 pages in a contract year in the National editions of PLAYBILL® are entitled to place advertising in all PLAYBILL® markets at a discount that is the equivalent to the discount reflected in the New York 12x rate in the immediately following contract year. However, if in the subsequent contract year, the advertiser does not place a minimum of 12 pages in the New York or National editions of PLAYBILL®, this frequency protection will cease. If, in any contract year, greater discounts are earned, appropriate credits or rebates will be issued.

**21.** 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.

**22.** 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.

**23.** 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.

**24.** 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.

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## General Information

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25. 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; 40% discount on the purchase of complete Markets (other than New York).

26. 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: 40% 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.

27. 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.

28. 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: 40% 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 or the balance of the circulation in any city or cities.

29. The following additional discounts are available to National Broadway advertising clients extending their buy with the same unit of space in the same month. 40% 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.

30. 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.

31. 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.

### 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.



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## Representatives

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### NATIONAL SALES

#### New York Sales Office

PLAYBILL®

Clifford S. Tinder

525 Seventh Avenue, Suite 1801, New York, NY 10018

Ph. (212) 557-5757

ctinder@playbill.com

#### West Coast Sales Office

Karen Kanter

13428 Maxella Drive, Suite 218

Marina Del Rey, CA 90292

Ph. (310) 822-2099

kkanter@playbill.com

### REPRESENTATIVES

#### Chicago

Ph. (773) 744-9074

Jill Wettersten  
jwettersten@playbill.com

#### Cincinnati

Ph. (513) 732-1702

Kenneth R. Back  
kback@playbill.com

#### Columbus

Ph. (513) 793-7529

Ron Friedman  
rfriedman@playbill.com

#### Dallas

Ph. (972) 387-1347

Betsy Gugick  
bgugick@playbill.com

#### Florida

Ph. (305) 665-9001

Tom Green  
tgreen@playbill.com

#### Houston, San Antonio

Ph. (713) 693-2706

Kenneth A. Singer  
ksinger@playbill.com

#### Indianapolis

Ph. (317) 576-8171

Nancy Hardin  
nhardin@playbill.com

#### Las Vegas

Ph. (305) 665-9001

Tom Green  
tgreen@playbill.com

#### Los Angeles

Ph. (415)-824-2900

Bob Caulfield  
bcaulfield@playbill.com

#### Minneapolis

Ph. (952) 942-7355

Marilyn A. Miller  
mmiller@playbill.com

#### New England

Ph. (617) 423-3400

Tim Montgomery  
tmontgomery@playbill.com

#### Philadelphia

Ph. (610) 527-7047

Michel Manzo  
mmanzo@playbill.com

#### St. Louis, Kansas City

Ph. (314) 567-5449

Margo Cooper  
mcooper@playbill.com

#### San Diego

Ph. (305) 812-2846

Jeff Ross  
jross@playbill.com

#### San Francisco

Ph. (415)-824-2900

Bob Caulfield  
bcaulfield@playbill.com

#### Tempe

Ph. (972) 387-1347

Betsy Gugick  
bgugick@playbill.com

#### Washington/Baltimore

Ph. (202) 362-3800

Judith M. Pletcher  
jpletcher@playbill.com

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### RATE CARD #52

January 2012

PLAYBILL® is a registered trademark of Playbill Incorporated.

525 Seventh Avenue, Suite 1801, New York, NY 10018

See Production Office on page 21.