
Advertising Contract

Name of Business

Business Email

Name of Contact

Business Address

Business Phone

Business Fax

Business Website

Please send in 25 of your business cards for display at our box office and theatre lobby.

Material Requirements

All advertising is in black & white,
with no bleeds.

- E-mail high-resolution pdf or high-resolution tiff of layered file

OR

- Submit ad on disk:
 - Build ad in QuarkXPress or Adobe Illustrator
 - Save photos / images in an EPS or TIFF format (in grayscale)
 - Include fonts (Mac compatible)
 - Include all graphic files, i.e. logos, photos
 - Include hard copy proof for reference

OR

- Submit camera-ready copy of ad.
(If halftones or screens in ad, add \$25 and submit continuous tone print of ad and/or photographs.)

OR

- Submit business card
And we lay out the ad:
\$30 for typesetting ad or
\$50 per hour for design work

For information please call
(650) 579-5565 ext. 212

Please mail completed advertising contract and contact information to:

Broadway By the Bay - Marketing
851 Burlway Rd., Suite 300
Burlingame, CA 94010
Fax: (650) 579-5567

Add a little
DRAMA
to your
advertising.

*Reach your customer market
while supporting local
performing arts!*

Become a

BROADWAY BY THE BAY
Playbill Advertiser



Broadway By the Bay's Thoroughly Modern Millie, 2008



Playbill Advertising Value

Now in its 44th season, Broadway By the Bay is the north and mid-Peninsula's largest arts organization presenting full-scale musical theatre productions of professional quality that are affordable and accessible.

Your advertisement in BBBay's Playbills:

- will be seen by over 50,000 of your prime customers at a time when they are particularly open to your advertising message
- will reach a highly desirable demographic customer market segment with disposable income

Additional advertising benefits include:

- Your company business listed in our online business directory at www.broadwaybythebay.org with a link to your own company site, giving you further exposure to our audience base.
- Display of your business cards in our box office and theatre lobby
- Support of Broadway by the Bay's mission to bring high-quality theatre productions to the Peninsula at an affordable price.
- AND For half page or full page ads, 2 complimentary tickets to one season show of your choice.

By advertising with Broadway By the Bay you'll support quality performing arts, reach your local customer market and potentially increase your business revenue.

2009 Shows & Dates



April 2 – 19, 2009

Space Reservation:

Feb. 24, 2009

Artwork:

March 3, 2009



Sept. 17 – Oct. 4, 2009

Space Reservation:

Aug. 11, 2009

Artwork:

Aug. 18, 2009



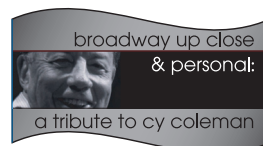
July 16 – Aug. 2, 2009

Space Reservation:

June 2, 2009

Artwork:

June 9, 2009



Nov. 5 – 8, 2009

Space Reservation:

Sep. 29, 2009

Artwork:

Oct. 6, 2009

Prices & Sizes

Eighth Page

2¹/₄" x 1⁷/₈"

1 show.....\$200

4 shows.....\$150 each

Half Page

4³/₄" x 3⁷/₈"

1 show.....\$500

4 shows.....\$400 each

Premium cover placement
add \$150 for each ad
(subject to availability)

Fourth Page

2¹/₄" x 3⁷/₈" or 4³/₄" x 1⁷/₈"

1 show.....\$300

4 shows.....\$225 each

Full Page

4³/₄" x 8"

1 show.....\$800

4 shows.....\$700 each

Premium cover placement
add \$150 for each ad
(inside back cover available)

Please see back side for material requirements

Contract

Full Page Ad

1 – 3 shows \$800 each \$ _____

All 4 shows \$700 each \$ _____

Premium cover add \$150 each \$ _____

Half Page Ad

1 – 3 shows \$500 each \$ _____

All 4 shows \$400 each \$ _____

Premium cover add \$150 each \$ _____

1/4 Page Ad

1 – 3 shows \$300 each \$ _____

All 4 shows \$225 each \$ _____

1/8 Page Ad

1 – 3 shows \$200 each \$ _____

All 4 shows \$150 each \$ _____

Placement at BBBay discretion

Please check selected shows:

- Crazy For You
- The King & I
- The Full Monty
- Broadway Up Close & Personal:
A Tribute to Cy Coleman

- Same Ad as previous year
- Electronic file provided
- Camera ready copy provided
- Typesetting needed (\$50) \$ _____
- Design needed (\$75/hour) \$ _____

TOTAL \$ _____

Payment must be in advance (amount enclosed)

Check payable to: Broadway By the Bay

Charge my (check one):

- VISA Mastercard Discover American Express

Credit Card # _____ CID # _____ Exp. Date _____

Signature _____ Date _____