ADVERTISE IN THE 2015-16 BROADWAY IN DETROIT PLAYBILL

REACH OVER 270,000
UPSCALE THEATRE PATRONS!

Join the 54th theatre season at the Fisher Theatre & the Detroit Opera House:
9 GREAT SHOWS with more than 135 PERFORMANCES!

WEB SITE DISPLAY • Full Page advertisers are displayed on the web site BroadwayInDetroit.com.

TICKETS • For each production, Premium Position advertisers receive four tickets; Full Page advertisers receive two tickets.

PLUS, additional promotional opportunities are available.

SPECIAL RATES AVAILABLE NOW • FULL-SEASON ADVERTISERS*

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Per program average for 9 programs</th>
<th>Total, 9 programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centerfold Double-Truck (2-pg. spread)</td>
<td>$3,555</td>
<td>$32,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>SOLD</td>
<td>SOLD</td>
</tr>
<tr>
<td>Full Page Premium Positions:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover (or) Inside Back Cover</td>
<td>$2,222</td>
<td>$20,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,777</td>
<td>$16,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,000</td>
<td>$9,000</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$611</td>
<td>$5,500</td>
</tr>
</tbody>
</table>

According to the League of American Theatres, Broadway In Detroit patrons are educated, upscale decision makers:

- Average age of 48 years
- 60% women
- Average Head of Household Income of $165,000
- 58% have a professional or managerial occupation
- 70% dine out prior to or after a performance; 83% once a week
- 77% have a college degree or higher.

The majority of our patrons come from wealthy and influential communities including Bloomfield Hills, West Bloomfield, Novi, Ann Arbor, Troy, Rochester, Rochester Hills, Livonia, the Grosse Pointes, Birmingham, Farmington, Royal Oak, Canton and Windsor, Ontario.

RESERVE BY SEPTEMBER 4, 2015, to show your ad all season long!

*Presented rates are for advertising in 9 programs during the 2015–16 Broadway In Detroit season; these are up to 30% less than single-show rates. For partial-season & single-show advertising, please see page 2. With an initial deposit, advertising agreements may be billed throughout the season. All rates are net. All dates and engagements are subject to change.

CONTACT US TO JOIN OUR GREAT 54TH SEASON NOW!

2015-16 • FISHER THEATRE • DETROIT OPERA HOUSE

• ALYSSA COHEN: 248-608-1884, acohen@broadwayindetroit.com
• SCOTT MYERS: 313-872-1177, smyers@nederlanderdetroit.com
Join the 54th theatre season at the Fisher Theatre and the Detroit Opera House—9 GREAT SHOWS with more than 135 PERFORMANCES!

Select a PARTIAL-SEASON package below, a SINGLE SHOW listed at right, or create your own selection of shows and we'll provide a quote.

PARTIAL-SEASON ADVERTISING

8 shows (Jersey Boys–Sound of Music) • circ. 237,000

Centerfold (2-page spread) $28,000
Full Page Premium $17,500
Full Page $14,000
Half Page $8,000
Quarter Page $5,000

7 shows (Newsies–Sound of Music) • circulation 199,000

Centerfold (2-page spread) $23,000
Full Page Premium $14,500
Full Page $12,000
Half Page $6,700
Quarter Page $4,000

6 shows (Chicago–Sound of Music) • circulation 147,000

Centerfold (2-page spread) $18,000
Full Page Premium $11,000
Full Page $9,000
Half Page $5,000
Quarter Page $3,000

5 shows (Cinderella–Sound of Music) • circulation 135,000

Centerfold (2-page spread) $16,000
Full Page Premium $10,000
Full Page $8,000
Half Page $4,500
Quarter Page $2,700

4 shows (Matilda–Sound of Music) • circulation 100,000

Centerfold (2-page spread) $12,000
Full Page Premium $7,500
Full Page $6,000
Half Page $3,500
Quarter Page $2,050

3 shows (If/Then–Sound of Music) • circulation 70,000

Centerfold (2-page spread) $8,500
Full Page Premium $5,500
Full Page $4,250
Half Page $2,350
Quarter Page $1,500

2 shows (Love Letters & Sound of Music) • circ. 40,000

Centerfold (2-page spread) $5,000
Full Page Premium $3,250
Full Page $2,500
Half Page $1,350
Quarter Page $850

All rates are net.
Full-season packages on page 1 are up to 30% less than single-show rates.
All dates and engagements are subject to change.
Page 2 of 2.
PUBLISHED 6-9-15.

CONTACT US TO JOIN OUR GREAT 54TH SEASON NOW!
# Playbill Program Mechanical Specifications & Deadlines

## Programs & Deadlines

<table>
<thead>
<tr>
<th>Playbill program</th>
<th>Theatre</th>
<th>Run dates</th>
<th>Reserve space</th>
<th>TRANSMIT FILES TO DESIGNER*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dirty Dancing</td>
<td>Fisher Theatre</td>
<td>October 20–November 1, 2015</td>
<td>September 14, 2015</td>
<td>September 21, 2015</td>
</tr>
</tbody>
</table>

*TRANSMITTING FILES: E-mail your ad file or file link directly to Frank Bach, designer, at frank@frankbach.com.
For transmitting very large files, please e-mail frank@frankbach.com or call 313-822-4303 for instructions.

## Advertising Dimensions & Specs

### For all standard ads (no bleed):

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page spread</td>
<td>10&quot; wide x 7.625&quot; high</td>
</tr>
<tr>
<td>1 Page</td>
<td>4.625&quot; wide x 7.625&quot; high</td>
</tr>
<tr>
<td>1/2 Page horizontal</td>
<td>4.625&quot; wide x 3.75&quot; high</td>
</tr>
<tr>
<td>1/2 Page vertical</td>
<td>2.25&quot; wide x 7.625&quot; high</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2.25&quot; wide x 3.25&quot; high</td>
</tr>
</tbody>
</table>

### For full-page & 2-page ads with bleed only:

<table>
<thead>
<tr>
<th>Format</th>
<th>Trim Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page spread BLEED</td>
<td>10.75&quot; wide x 8.375&quot; high</td>
</tr>
<tr>
<td>Safe zone†</td>
<td>10.25&quot; wide x 7.875&quot; high</td>
</tr>
<tr>
<td>Bleed</td>
<td>11&quot; wide x 8.625&quot; high</td>
</tr>
<tr>
<td>1-Page BLEED</td>
<td>5.375&quot; wide x 8.375&quot; high</td>
</tr>
<tr>
<td>Safe zone†</td>
<td>4.875&quot; wide x 7.875&quot; high</td>
</tr>
<tr>
<td>Bleed</td>
<td>5.625 wide x 8.625&quot; high</td>
</tr>
</tbody>
</table>

†FOR BLEED ADS ONLY, please keep live matter within the safe zone (.25" from each trim edge).

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**Printing Process** Web Offset, 150 Linescreen, Saddle-stitch

**Digital Specifications** The Broadway In Detroit program is assembled digital direct-to-plate. Film negatives are not accepted.

**Assembly Guidelines** Ad should be created at 100% of final print size. Properly prepared PDF files are preferred. When distilling Post Script files be sure all fonts are embedded and set your Distiller job options to the “Press” setting. PDF files saved directly from InDesign should also use the “Press Quality” job option.

**Mechanical Guidelines** The Broadway In Detroit program prints at 150 lpi; halftone resolution should be a minimum 300 dpi. Linework should be set to a minimum of 1200 dpi. On full page or full page spread ads, pull all bleeds a minimum of .125" from document edge. TAC (Total Area Coverage) not to exceed 300%. Unless special ordering an additional color, all spot or Pantone specified colors should be converted to process (CMYK) color. Files that do not follow these guidelines will be returned for correction. No exceptions.

**Printed Proofs & Other Media** If provided, proofs and other media should be shipped directly to Frank Bach, Bach & Associates, 224 Lakewood, Detroit, MI 48215, telephone 313-822-4303, e-mail frank@frankbach.com. Examples of acceptable contract proofs include: Kodak Approval, Iris 2/4-print inksjets, Fuji Pictroproof as well as 3M Digital Matchprints. If acceptable proof is not provided, color consistency will not be guaranteed.

**ADVERTISING DESIGN SERVICES** are available at an additional cost; please contact your advertising representative for more information:

Alyssa Cohen at 248-608-1884 or Scott Myers at 313-872-1177.
(Schedule updated 6-9-15)