



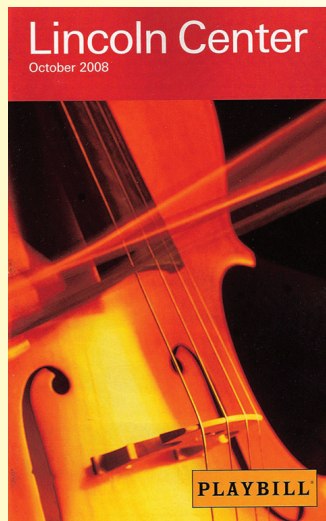
THE POWER OF THE
PERFORMANCE

PLAYBILL®

Serving theatre since 1884



Established in 1884, Playbill now serves theater in most major American cities. It is a staple for the performing arts for over four generations.



Playbill is the connection between the performers and the audience offering informative and up-to-date editorial vital and specific for the particular performance.

Playbill delivers to your targeted market through an unparalleled connection with performing arts patrons. From the moment they sit down until they leave with their Playbill in hand, the publication is an intricate and essential part of their evening.

Playbill readers are affluent and educated. This highly sought-after market has proven to have exciting, active and involved lifestyles. This gives advertisers an opportunity to reach the most targeted audience in town.

Playbill is present in the most prestigious venues in each market.

The audience you want to reach attends the Playbill performing arts venues including:

VENUES SERVED

NEW YORK

Broadway Theatres:

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

Off-Broadway Theatres:

Astor Place, Atlantic Theatre Company, Barrow, Cherry Lane, Classic Stage Company, Gramercy, Jane Street, Joyce, Laura Pels, Little Shubert, Lortel, Manhattan Ensemble, Manhattan Theatre Club, (City Center, Stage 1 and 2), Minetta Lane, Newhouse, New World Stages (1-5), Orpheum, Playwrights Horizons (Mainstage), Public (Anspacher, LuEsther, Martinson, Newman, Delacorte), Primary Stages, Second Stage, Signature Theatre Company, Snapple Theater Center, SoHo Playhouse, Theatre for a New Audience, Union Square, Village, Westside (Downstairs/Upstairs), Zipper Factory

Carnegie Hall:

Stern Auditorium, Weill Recital Hall, Zankel Hall; New York City Center

Lincoln Center:

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

WEST

Los Angeles: Henry Fonda Theatre, Pantages Theatre, Wilshire Theatre, Brentwood Theatre, Wadsworth Theatre

San Diego: Playgoers Series: Civic Theater

San Francisco: The San Francisco Symphony, Curran Theatre, Golden Gate Theatre, Orpheum Theatre

Tempe: Gammage Auditorium

Las Vegas: Venetian Hotel, Palazzo Hotel

SOUTH CENTRAL

Dallas:

Dallas Symphony, Dallas Opera,

Dallas Broadway Series:

Contemporary Series -

The Majestic Theatre

Dallas Summer Musicals -

Fair Park Music Hall

Houston:

Houston Ballet and The Nutcracker at the Wortham Center

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

San Antonio: *Broadway Series:*

Majestic Theatre

New Orleans: Mahalia Jackson Theatre

SOUTHEAST

Miami: Miami City Ballet, New World Symphony, Adrienne Arsht Center for the Performing Arts

Broadway Series: Jackie Gleason Theatre, Coconut Grove Playhouse, Adrienne Arsht Center

Ft. Lauderdale: *Broadway Series:*

Broward Center, Parker Playhouse

Orlando: *Broadway Series:* Carr Center

Palm Beach: Kravis Center

Birmingham, AL: Birmingham-Jefferson Convention Complex

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Serving theatre since 1884

NEW ENGLAND

The Wang Center for the Performing Arts: The Wang Theatre and Shubert Theatre (including all performances of the Boston Ballet and Boston Lyric Opera), The Colonial Theatre, The Wilbur Theatre, Opera House, The Charles Playhouse I & II, The Stuart Street Playhouse

MID-ATLANTIC

Philadelphia: The Philadelphia Orchestra (Kimmel Center), Pennsylvania Ballet, Peter Nero and the Philly Pops (Kimmel Center), Mann Center for the Performing Arts, Forrest Theatre, Walnut Street Theatre (Main Stage)

Baltimore: Hippodrome Performing Arts Center

Washington, D.C.: The John F. Kennedy Center for the Performing Arts, National Theatre, Warner Theatre

MID-WEST

Chicago: Bank of America Theatre, Ford-Oriental Theatre, Cadillac Palace Theatre, Briar Street Theatre, Drury Lane Theatre (Oakbrook & Water Tower), Marriott Theatre, Second City, Auditorium Theater, Goodman Theatre, Metropolis Theater, Paramount Theatre, Victory Gardens, Theatre at the Center

Cincinnati: *Broadway Series:* Aronoff Center and Taft Theatres

Columbus: *Broadway Series:* Ohio and Palace Theatres

Indianapolis: Murat Theatre, Clowes Theatre

Minneapolis: State Theatre and Orpheum Theatre, Pantages Theatre

St. Louis: St. Louis Symphony *Broadway Series:* Fox Theatre



PLAYBILL IS A MUST READ

- Playbill is distributed personally by theater staff.
- Prior to the performance, Playbill previews that night's events.
- During the performance, Playbill guides you through concerts, operas, and shows.
- During intermission, Playbill enlightens you with feature articles, performance information and quality advertising.
- After the show, Playbill is a special keepsake and resource to the performing arts.
- Playbill offers an ala carte approach whether a local, regional or national advertising buy.
- 94% of readers take their Playbill home as a memento and remembrance of the performance.

For your next advertising decision, call
Michel Manzo
610-527-7047

And feel the power of the performance!

Playbill readers are well educated and affluent.

Reader Profile - Classical Arts

Male	44%
Female	56%
Median Age	49 years
Attended College	89%
Post Graduate Study	36%
\$150,000+ Household Income	47%
Average HHI	\$217,085
Average Net Worth	\$1,280,524
Professional /Managerial	57%
Married	87%
Any Children	43%

Reader Profile - Theater

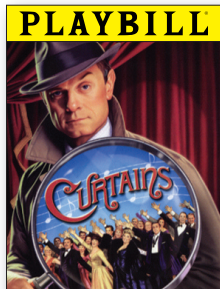
Male	45%
Female	55%
Median Age	49 years
Attended College	87%
Post Graduate Study	30%
\$150,000+ Household Income	46%
Average HHI	\$206,742
Average Net Worth	\$1,175,861
Professional /Managerial	55%
Married	87%
Any Children	43%

Source: 2009 Mendelsohn Affluent Survey, Heads of House, HHI \$100,000 or more

PLAYBILL®

A Theatre Tradition Since 1884

PHILADELPHIA 2010-2011 SEASON

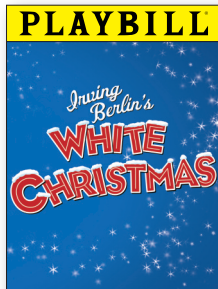


Curtains
September 7 -
October 24, 2010

Book 1
September 7 - October 5
(4 weeks)
Book 2
October 6 - 24
(3 weeks)

It's 1959 and it looks like *Robbin' Hood of the Old West* could be a Broadway smash, if it weren't for the supremely untalented leading lady. What's a show to do? But wait! News just in! The leading lady is murdered during her opening night curtain call. Whodunit? Everyone's a suspect.

Walnut Street Theatre

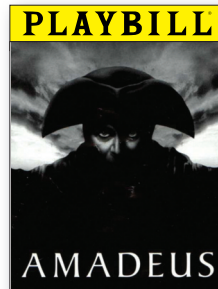


**Irving Berlin's
White Christmas**
November 9, 2010 -
January 9, 2011

Book 1
November 9 - December 7
(4 weeks)
Book 2
December 8 - January 9
(5 weeks)

Celebrate the holiday season with an all-new production of the Broadway musical, *White Christmas*. See what happens when a couple of song-and-dance men with romance in mind follow a duo of beautiful singing sisters en route to their Christmas show at a Vermont lodge, which just happens to be owned by the boys' former army commander. Sparks fly and snow falls!

Walnut Street Theatre

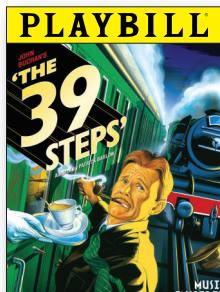


Amadeus
January 18 -
March 6, 2011

Book 1
January 18 - February 8
(3 weeks)
Book 2
February 9 - March 6
(4 weeks)

Winner of a Tony Award for Best Play, the Academy Award for Best Film, and triumphant in recent revivals in London and on Broadway, *Amadeus* weaves a confrontation between mediocrity and genius into a tale of breathtaking dramatic power.

Walnut Street Theatre



The 39 Steps
March 15 -
May 1, 2011

Book 1
March 15 - April 5
(3 weeks)
Book 2
April 6 - May 1
(4 weeks)

Mix a Hitchcock masterpiece with a juicy spy novel, add a dash of merry mayhem and you have *The 39 Steps*, a fast-paced mystery for anyone who loves the magic of theatre!

Walnut Street Theatre

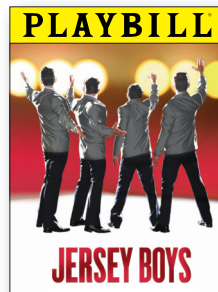


Miss Saigon
May 17, -
July 17, 2011

Book 1
May 17 - 31 (2 weeks)
Book 2
June 1 - 30 (4 weeks)
Book 3
July 1 - 17 (2 weeks)

A classic love story is brought up-to-date in one of the most stunning theatrical spectacles of all time. In *Miss Saigon*, the creators of *Les Misérables* bring Puccini's *Madame Butterfly* to the modern world in a moving testament to the human spirit.

Walnut Street Theatre



Jersey Boys
September 30 -
December 12, 2010

Book 1
September 30 - October 30
(4 weeks)
Book 2
October 31 - November 27
(4 weeks)
Book 3
November 28 - December 12
(2 weeks)

The 2006 Tony Award®-winning Best Musical about Rock and Roll Hall of Famers The Four Seasons. This is the story of how four blue-collar kids became one of the greatest successes in pop music history. They wrote their own songs, invented their own sounds and sold 175 million records worldwide – all before they were 30! .

The Forrest Theatre

**The Pennsylvania
Ballet**



Triple Bill with Carmen (October 21 - 24)
The Nutcracker (December 4 - 31)
Classic Innovations (February 3 - 6)
Swan Lake (March 3 - 13)
Building on Balanchine (April 14 - 17)
La Fille Mal Gar (June 2 - 11)

**The Philadelphia
Orchestra**



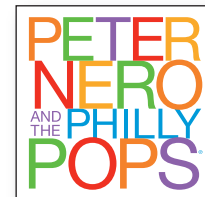
Sept/October 2010
November 2010
December 2010
January 2011
February 2011
March 2011
April 2011
May 2011

**Mann Center for the
Performing Arts**



Mann Arts Package
The Philadelphia Orchestra
Pops/Contemporary/Jazz Series

**Peter Nero and the
Philly Pops**



Broadway Rocks (October 6 - 10)
Holiday Pops (December 4 - 22)
Ann Hampton Calloway (February 2 - 6)
50s Dance Party (March 2 - 6)
Robert Klein (March 30 - April 3)
Big Numbers (May 15 - 21)

For advertising information, call
Michel Manzo (610) 527-7047
mmanzo@playbill.com



MECHANICAL REQUIREMENTS

Trim Size 5 3/8" x 8 1/2"	Non-Bleed	Bleed
Covers or Full Pages	4 5/8" x 7 3/4"	5 5/8" x 8 3/4"
Spreads	10 1/4" x 7 3/4" (Bleed, gutter only)	11" x 8 3/4"
Half Page (Vertical)	2 1/4" x 7 3/4"	2 3/4" x 8 3/4"
Half Page (Horizontal)	4 5/8" x 3 3/4"	5 5/8" x 4 3/8"
Quarter Page (Vertical)	2 1/4" x 3 3/4"	

Bleed Requirements

3/8" Safety from all edges. Live matter cannot exceed 4 7/8" x 8". Gutter Safety is 1/4"

Furnished Digital Files

- Disks:** CD's, DVD's
- Files:** Hi-Res PDF X1-A files preferred...Composite CMYK or Grayscale.
- Proofs:** Laserprint for black & white pages; Digital color proof required for color pages. Please mark all material with name of venue and production/month.

MATERIAL SHIPPING ADDRESS

All materials* (Digital files and proofs) must be shipped to:

PLAYBILL

525 Seventh Ave, Suite 1801
New York, NY 10018
212-557-5757
Attn: Maude Popkin
mpopkin@playbill.com

Please contact Michel Manzo at 610-527-7047 for additional information.

Ads running in two venues per region, require one set of files and two proofs.
If more than two venues, four proofs area required.
National buys require four proofs.

Spreads always require three proofs per region.