



# Playbill Advertising

*Partner with The Carnegie to reach your marketing targets!*

A **Playbill Advertisement** is an excellent method of reaching an affluent, educated, active audience with your unique marketing message. Make a bold statement to patrons as they spend 20-30 minutes perusing their programs, many of which even travel home for further reading.

**QUICK FACTS** about Carnegie patrons:

- 7,500 projected attendees for 2016-17
- 89% college educated
- 36% have advanced degrees
- 68% are 45-75 years of age
- 60% are Ohio residents, 37% Kentucky

## THEATRE SERIES

**DREAMGIRLS**

August 11 – 26, 2018

**IN LOVE AND WARCRAFT**

November 3 – 18, 2018

**THE HUNCHBACK OF NOTRE DAME**

January 12 – 27, 2019

**SWING!**

March 30 – April 15, 2019

## SPECIAL ENGAGEMENTS

**FELIX AND FINGERS**

September 8, 2018

**CARNEGIE MISCAST**

September 29, 2018

**HOLIDAY ARTISAN MARKET**

November 24, 2018

**ANOTHER ROUND**

April 27, 2019

**WE ARE MONSTERS**

June 1, 2019

**Ad Submission Deadline**

July 27, 2018

Files must be at least 300 dpi in PDF or JPEG format. Please email files to [kbest@thecarnegie.com](mailto:kbest@thecarnegie.com)

All rates quoted are for FULL COLOR ads for placement in the playbill that will be used for every performance August through June.

Placement	Size (Inches)	Rate
Back Cover	5.5 x 8.5	\$600
Full Page	5.5 x 8.5	\$500
Half Page	5.5 x 4.25	\$375

**Projected Impressions: 7,500**

**Company Information**

Company/Org Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please circle your desired placement size

Payment must be provided with submission of the form via cash, credit card or check payable to The Carnegie.

CC # \_\_\_\_\_

Exp Date \_\_\_\_\_ Sec Code \_\_\_\_\_

Auth. Signature: \_\_\_\_\_