



2009/10 Season

SIZES & RATES PER PRODUCTION

LAYOUT	PAGE SIZE	COST PER IMPRESSION	(x) NUMBER OF IMPRESSIONS	AD COST
full page	5.5" x 8.5"	18¢		
1/2 page horizontal	5" x 3.875"	11¢		
1/2 page vertical	2.375" x 8"	11¢		
1/3 double page spread	11" x 2.75"	13¢		
1/4 page vertical	2.375" x 3.875"	7.5¢		
1/4 page horizontal	5" x 1.875"	7.5¢		
back cover	5.5" x 8.5"	24¢		
inside covers	5.5" x 8.5"	21¢		



Playbill ads include exposure at Tarrant County's only website devoted exclusively to the Arts: **GuidetotheCity.org**

ARTS PARTNER ORGANIZATIONS

AMPHIBIAN PRODUCTIONS

Founded by three alumni of TCU's theater department who wanted to extend the range, and quality of theater productions in North Texas.

Projected Attendance: 2,500

Productions: 2

ARTES DE LA ROSA

Manages the historic gem of Fort Worth's Northside, The Rose Marine Theater, and the city's only Hispanic theater, Teatro de la Rosa.

Projected Attendance: 8,000

Productions: 4

CIRCLE THEATRE

Celebrates Texas' unique and colorful cultural diversity and patrons applaud Circle's spirit of adventure in presenting many premieres of contemporary plays.

Projected Attendance: 13,000

Productions: 5

CREATIVE ARTS THEATRE SCHOOL ARLINGTON

C.A.T.S. is one of the oldest operating youth theatres in the nation and the only such theatre in the DFW Metroplex.

Projected Attendance: 15,000

Productions: 8

JUBILEE THEATRE

The original home of African-American theater in North Texas; has been rated as a top theatre company and best production by the FW Weekly.

Projected Attendance: 16,000

Productions: 6

METROPOLITAN CLASSICAL BALLET

Founded in 1997, MCB has evolved into one of the most successful ballet companies in Texas.

Projected Attendance: 10,500

Productions: 7 (3 located at the Bass Hall)

RUNWAY THEATRE

Provides the Metroplex a quality theater for all ages with shows that are geared towards the entire family.

Attendance: 6,500

Productions 7

STAGE WEST

Stage West has risen from modest, storefront beginnings to a highly-respected place among American regional theatres.

Projected Attendance: 16,000

Productions: 7

TCU THEATRE

A diverse theatre experience for both audiences and students, as well as a large, supportive campus and community audience for productions, evidenced with frequent sell-out performances.

Projected Attendance: 12,000

Productions: 7

THEATRE ARLINGTON

Theatre Arlington is one of a handful of professionally staffed community theaters across the nation.

Projected Attendance: 25,000

Productions: 9

Influential,
Upscale,
Affluent
Consumer

Tens of thousands of affluent consumers attend and support the arts in your community



720 Oakwood Trail
 Fort Worth, TX 76112
 ph. 817.429.4949
 greg@performingads.com

LAYOUT



NOTES

GENERAL:

Ad prices are agency commissionable

TECHNICAL:

Bleed requirements: 1/4"

Are you marketing
 to the Arts
 Community?

Over \$5 Billion in Annual
 Economic Impact in major
 Texas metropolitan areas.