

PERFORMINGADS

PLAYBILLS

CIRCLE THEATRE FRINGE FEST

BASS PERFORMANCE HALL TRINITY SHAKESPEARE FESTIVAL

TCU JUBILEE THEATRE



FORT WORTH OPERA

STAGE WEST

LONE STAR FILM FESTIVAL

THEATRE ARLINGTON



CASA MAÑANA



RUNWAY THEATRE

THEATRE WESLEYAN

ALL SAINTS'

ORCHARD THEATRE

UTA

BISHOP ARTS THEATRE CENTER

CONCERTS IN THE GARDEN

AMPHIBIAN STAGE PRODUCTIONS

THEATRES & VENUES

FORT WORTH LOCATIONS



Professional Theatre

- | | | | |
|---|-----------------------|----|-----------------------------|
| 1 | Casa Mañana Theatre | 6 | Amphibian Stage Productions |
| 2 | Bass Performance Hall | 7 | Orchard Theatre |
| 3 | Circle Theatre | 8 | Runway Theatre |
| 4 | Jubilee Theatre | 9 | Theatre Arlington |
| 5 | Stage West Theatre | 10 | Bishop Arts Theatre Center |



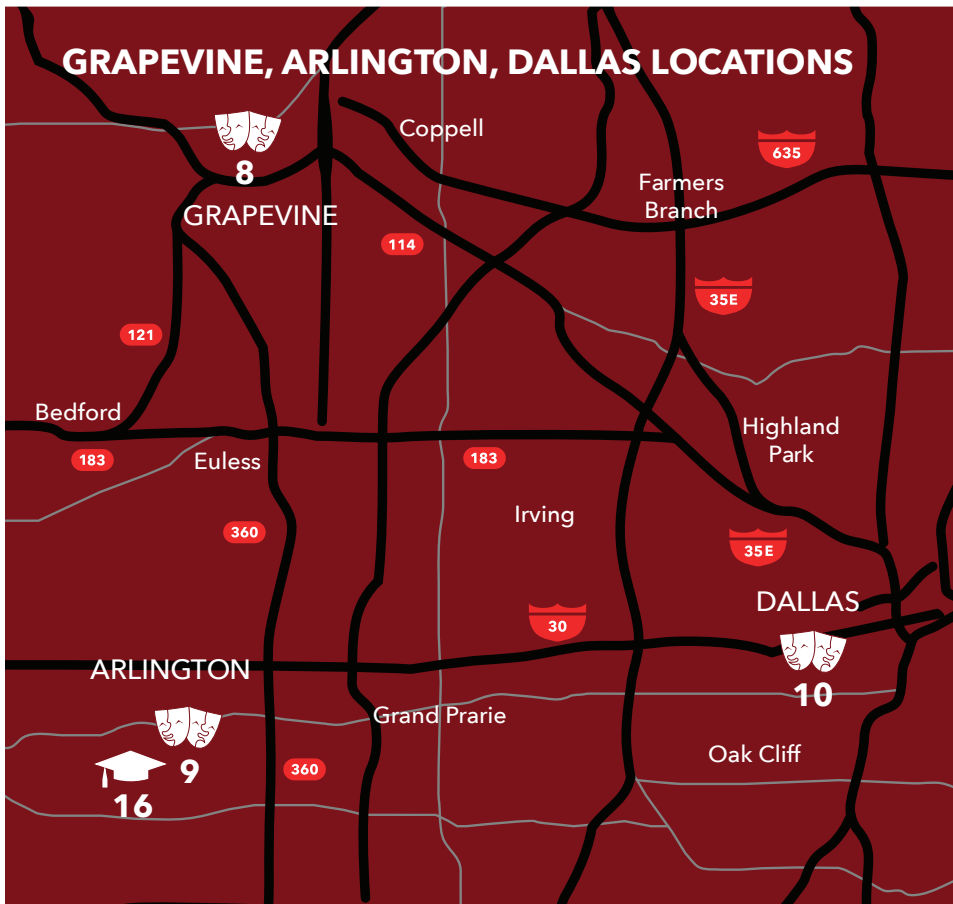
Special Organizations & Events

- | | | | |
|----|-------------------------------|----|-------------|
| 2 | Fort Worth Opera at Bass Hall | 12 | Fringe Fest |
| 11 | Lone Star Film Festival | | |



University & School Productions

- | | | | |
|----|-----------------------------|----|--------------------------------|
| 13 | All Saints Episcopal School | 15 | Theatre Wesleyan |
| 14 | TCU College Of Fine Arts | 16 | UTA Department of Theatre Arts |





PERFORMINGADS
PLAYBILLS

PERFORMINGADS

PLAYBILLS

Dear Advertiser & Patrons of the Arts:

Years 2 and Year 24!

The 2017-2018 season will mark **Year 2** of my stewardship of Performing Ads Company and **Year 24** of partnerships between Performing Ads and some of the country's most creative and innovative theatres and their supporters!

I thoroughly have enjoyed working with all of my live theatre partners across north Texas. I always have had an interest and love for the performing arts, but these relationships brought me closer to the ARTS. For that, I am thankful.

I'm thankful for the advertisers, donors and patrons of the ARTS that have supported Performing Ads Company with their advertising placements in Playbills and programs that we publish. Many of you have supported arts organizations for more than 20 years and likely will continue for the next 20. Your support keeps Fort Worth the vibrant ARTS community that it is.

Performing Ads Company reaches the most desirable consumer—affluent, educated homeowners with an above average expendable income! It has grown for 2017-2018 and offers a vast selection of opportunities for those businesses and donors who support the ARTS. The past 10 years, Performing Ads published the Playbills for the TCU Theatre Department, which included the TCU Trinity Shakespeare Festival. For 2017-2018, Performing Ads Company will publish every Playbill and program for the TCU College of Fine Arts, adding productions from TCU School of Music and TCU School of Dance. Performing Ads Company will produce 62 Playbills for the TCU College of Fine Arts, which will reach students, faculty, alumni and TCU students' family and friends.

Performing Ads Company also will offer opportunities into the program for **The Lone Star Film Festival**, scheduled for November. And finally, new theatre innovation **Orchard Theatre of Texas** emerges as a new advertising / marketing option to Arts' patrons and supporters.

During **Year 2** and **Year 24**, Performing Ads Company continues its mission to produce beautiful, high-quality Playbills and programs for ARTS organizations, offering effective and cost-efficient advertising campaigns to businesses and organizations wishing to support the ARTS.

Thank you for your continued interest and consideration in supporting the ARTS with an ad in one or more of our Playbills or commemorative programs. Performing Ads Company is proud to be a part of the cultural arts community in Fort Worth.

Sincerely,



Greg Heitzman
Publisher
Performing Ads Company

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PERFORMING ADS COMPANY

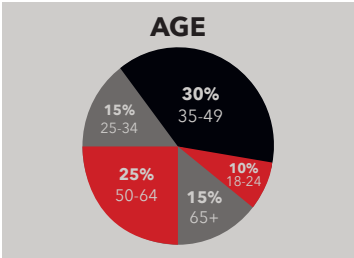
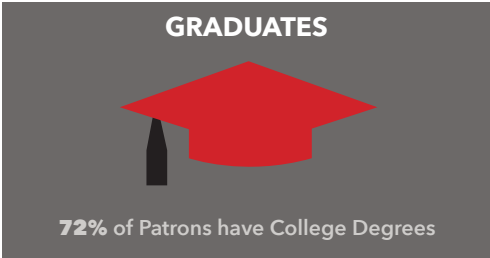
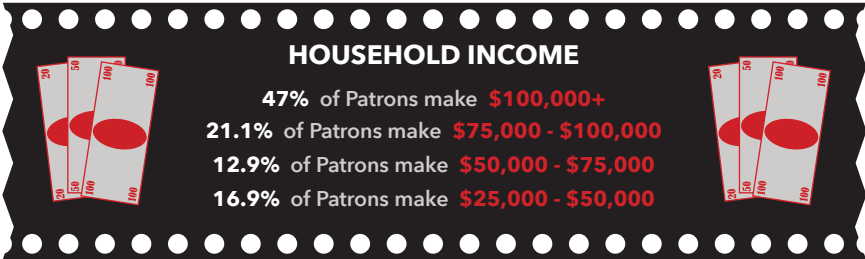
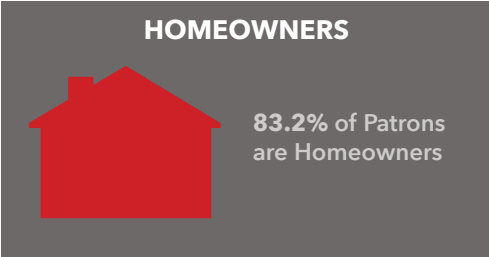
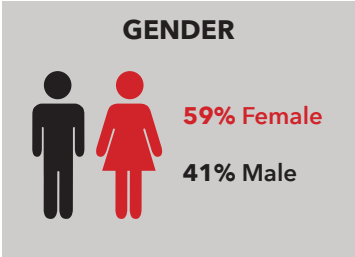
Performing Ads Company hand delivers advertisers' messages who desire to reach arts patrons both diverse in background and culture. We represent a variety of production companies and theatres that cover a broad geographic area and represent productions that are internationally and nationally recognized as well as locally written and produced all of which represent the various cultural and heritage backgrounds that exist in the area. Performing Ads is unmatched by any other arts publisher of playbills in the North Texas region.



PERFORMING ARTS PATRONS

North Texas is home to a number of live theatre, dance, and musical production companies. Supporters of the arts in this region range in age, are homeowners and many are well traveled, educated and have household incomes of more than \$100,000 annually. North Texas has become a hub for culture and arts with two major cities boasting world-class arts districts and a litany of quality community and university theatres.

Performing Arts Playbills reach more than **650,000** arts patrons annually.



FUN AUDIENCE FACTS

- 98% of Performing Arts audiences READ the playbill**
- 82% of Performing Arts audiences SAVE the playbill**
- 60% of arts audiences agreed that ads in theatre playbills have greater purchase influence than other ad venues.**

*The demographic profile information above is a general snapshot of performing arts patrons in Fort Worth. Each production and theatre targets a specific and unique demographic.

PROFESSIONAL THEATRE PLAYBILLS

Casa Mañana

Bass Performance Hall

Circle Theatre

Jubilee Theatre

Stage West

Amphibian Stage Productions

Orchard Theatre

Theatre Arlington

Runway Theatre

Bishop Arts Theatre Center

BROADWAY AT CASA MAÑANA

For decades the “House of Tomorrow” has presented Broadway at Casa Mañana. Each season audiences enjoy classics from yesterday as well as the hottest titles of today performed by some of the area’s most talented performers. All are produced on the intimate stage originally known as the theatre in the round.

2017-2018 SEASON | 4 PRODUCTIONS | 41 PERFORMANCES | APPROXIMATE DISTRIBUTION: 30,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Joseph and The Amazing Technicolor Dreamcoat	August 17, 2017	Sep 9 - 17
EVITA	October 11, 2017	Nov 4 - 12
Jekyl & Hyde, The Musical	Jekyl & Hyde, The Musical	March 3 - 11
MAMMA MIA	May 9, 2018	June 2 - 10

AD SIZE	SHOW RATE	4-SHOW RATE
Back Cover (5.5"W X 8.5"H)	SOLD OUT	SOLD OUT
Inside Cover (5.5"W X 8.5"H)	\$2,100	\$7,150
Full Page (5.5"W X 8.5"H)	\$1,800	\$6,125
Half Page Horizontal (5"W X 3.875"H)	\$1,250	\$4,250
Half Page Vertical (2.5"W X 8"H)	\$1,250	\$4,250
Quarter Page Horizontal (5"W X 1.875"H)	\$800	\$2,725
Quarter Page Vertical (2.5"W X 3.875"H)	\$800	\$2,725



CHILDREN'S THEATRE AT CASA MAÑANA

Each year Casa Mañana provides a full series of productions appealing to younger audiences, fostering an affinity for live theatre. Audiences enjoy classics and modern productions of titles we all grew up with.

2017-2018 SEASON | 5 PRODUCTIONS | 91 PERFORMANCES | APPROXIMATE DISTRIBUTION: 63,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Mr. Popper's Penguins	September 7, 2017	Sep 29 - Oct 15
SANTA CLAUS, A New Musical	November 1, 2017	Nov 24 - Dec 23
Peter Darling, The New Peter Pan Musical	January 11, 2018	Feb 2 - 18
Dreamwork's MADAGASCAR	March 1, 2018	March 23 - April 8
Disney's Beauty & The Beast JR	March 29, 2018	April 20 - May 13

AD SIZE	SHOW RATE	5-SHOW RATE
Back Cover (5.5"W X 8.5"H)	SOLD OUT	SOLD OUT
Inside Cover (5.5"W X 8.5"H)	\$1,150	\$4,890
Full Page (5.5"W X 8.5"H)	\$1,000	\$4,250
Half Page Horizontal (5"W X 3.875"H)	\$700	\$2,975
Half Page Vertical (2.5"W X 8"H)	\$700	\$2,975
Quarter Page Horizontal (5"W X 1.875"H)	\$450	\$1,925
Quarter Page Vertical (2.5"W X 3.875"H)	\$450	\$1,925



BETTY BUCKLEY AWARDS AT CASA MAÑANA

The Annual Betty Buckley Awards at Casa Mañana are considered the Tony Awards for high school drama departments across Tarrant County. Named in honor of Fort Worth’s own Tony award-winning actress, The Betty Lyn Buckley Awards celebrate excellence in high school musical theatre across Tarrant County. Winner in select categories are awarded a \$500 college scholarship.

BETTY BUCKLEY AWARDS | EVENING AWARD EVENT | APPROXIMATE DISTRIBUTION: 1,000

PRODUCTION	AD SIZE
Betty Buckley Awards	Back Cover (5.5"W X 8.5"H)
	Inside Cover (5.5"W X 8.5"H)
ARTWORK DEADLINE	Full Page (5.5"W X 8.5"H)
May 3	Half Page Horizontal (5"W X 3.875"H)
	Half Page Vertical (2.5"W X 8"H)
SHOW DATES	Quarter Page Horizontal (5"W X 1.875"H)
May 24	Quarter Page Vertical (2.5"W X 3.875"H)

CASA APPRENTICE

2017-2018 SEASON | 1 PRODUCTIONS | 4 PERFORMANCES | APPROXIMATE DISTRIBUTION: 3,000

PRODUCTION	AD SIZE
TBD	Back Cover (5.5"W X 8.5"H)
	Inside Cover (5.5"W X 8.5"H)
ARTWORK DEADLINE	Full Page (5.5"W X 8.5"H)
July 12	Half Page Horizontal (5"W X 3.875"H)
	Half Page Vertical (2.5"W X 8"H)
SHOW DATES	Quarter Page Horizontal (5"W X 1.875"H)
August 3 - 5	Quarter Page Vertical (2.5"W X 3.875"H)

CASA MAÑANA PLATINUM PACKAGE

Casa Mañana offers something for every theatre patron in the family. Theatre enthusiasts can select from hot Broadway musicals to children’s classics – all produced on the unique and intimate stage only available at Casa Mañana.

PACKAGE INCLUDES
All Broadway Musical Productions
All Children’s Theatre Productions
Betty Buckley Awards at Casa Mañana
All Casa Apprentice Productions

2017-2018 SEASON | 11 PRODUCTIONS | 137 PERFORMANCES | APPROXIMATE DISTRIBUTION: 97,000


AD SIZE	RETAIL COST	PLATINUM RATE
Back Cover (5.5"W X 8.5"H)	\$17,875	\$13,405
Inside Cover (5.5"W X 8.5"H)	\$15,420	\$11,550
Full Page (5.5"W X 8.5"H)	\$13,225	\$9,950
Half Page Horizontal (5"W X 3.875"H)	\$9,325	\$6,995
Half Page Vertical (2.5"W X 8"H)	\$9,325	\$6,995
Quarter Page Horizontal (5"W X 1.875"H)	\$6,000	\$4,500
Quarter Page Vertical (2.5"W X 3.875"H)	\$6,000	\$4,500



BASS PERFORMANCE HALL


BASS PERFORMANCE HALL REACHES AN AUDIENCE OF MORE THAN 320,000

BROADWAY AT THE BASS
100,000
 fans attend 6-8 different shows with multiple performances

TEXAS BALLET THEATRE
60,000

 fans attend approximately 8 shows

BNSF POPULAR ENTERTAINMENT SERIES
60,000

 fans attend more than 20 performances

FORT WORTH SYMPHONY ORCHESTRA
100,000

 fans attend more than 25 shows per season

OPPORTUNITIES

PRODUCTION	SHOW DATES	# OF PLAYBILLS
Broadway At The Bass	Sep 12, 2017 - Aug 12, 2018	100,000
Fort Worth Symphony Opera	Sep 1, 2017 - May 20, 2018	98,000
Texas Ballet Theatre	Sep 7, 2017 - June 3, 2018	70,000
Popular Entertainment Series	Sep 12, 2017 - Aug 20, 2018	60,000
Bass Hall Combined Package		328,000

BROADWAY AT THE BASS

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Beautiful – The Carole King Musical	August 19, 2017	Sep 12 - 17
RENT	September 30, 2017	Oct 17 - 22
White Christmas	November 1, 2017	Nov 14 - 19
Something Rotten	December 29, 2017	Jan 17 - 21, 2018
Finding Neverland	March 1, 2018	March 20 - 25
WAITTRESS	May 31, 2018	June 19 - 24
Love Never Dies, The Phantom Returns	July 16, 2018	Aug 7 - 12

FORT WORTH SYMPHONY AT BASS HALL

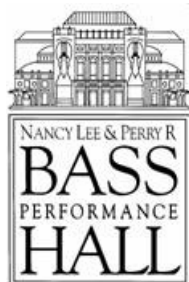
PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Cirque de la Symphonie Hadelich Plays Mendelssohn Chris Botti	August 1, 2017	Book #1 Sep 1 - 23
Prokofiev Symphony 5 I Love a Piano A Hero's Life	September 6, 2017	Book #2 Oct 6 - 15 Oct 23 - 29
Hollywood Hits Enigma Variations Home for the Holidays Handel's Messiah	October 3, 2017	Book #3 Nov 3 - 5 Nov 10 - 12 Nov 24 - 30
It's a Wonderful Life New Year's Eve: A Tribute to Ella Fitzgerald Boyz II Men	November 1, 2017	Book #4 Dec 1, 31 Jan 6
Nights in the Gardens of Spain Let's Dance!	December 12, 2017	Book #5 Jan 12 - 14 Jan 26 - 28
Pictures at an Exhibition A Gala Evening with Itzhak Perlman The Firebird	January 3, 2018	Book #6 Feb 2 - 4, 10 Feb 23 - 25
Disney FANTASIA: Live in Concert Beethoven's 7th	February 8, 2018	Book #7 March 9 - 11 March 16 - 18
Hadelich Plays Bernstein Pink Martini Scheherazade	March 6, 2018	Book #8 April 6, 7, 13 - 15 May 18 - 20

TEXAS BALLET THEATRE AT BASS HALL

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Beauty & The Beast	August 21, 2017	Sep 29 - Oct 1
NUTCRACKER	November 4, 2017	Dec 8 -24
NUTTY NUTCRACKER	November 21, 2017	Dec 15
Henry VII	February 5, 2018	March 2 - 4, 2018
MOZART REQUIEM AND MARTINŮ PIECES	March 7, 2018	March 29 - 31
SWAN LAKE	May 7, 2018	May 25 - 27

COSTS

PRODUCTION	FULL PAGE	1/2 PAGE	1/4 PAGE
Broadway At The Bass	\$7,985	\$4,985	\$2,895
Fort Worth Symphony Opera	\$7,495	\$4,985	\$2,895
Texas Ballet Theatre	\$6,295	\$4,165	\$2,195
Popular Entertainment Series	\$5,985	\$4,165	\$2,195
Bass Hall Combined Package	\$14,995	\$8,485	\$5,195



CIRCLE THEATRE

Founded in 1981, Circle Theatre presents a year-round season of musicals, comedies and dramas to adult theatre patrons in North Texas. The theatre has been listed on every critic's top ten lists throughout the years and has been selected as "Best Theatre" in Fort Worth by local magazines and newspapers. Circle Theatre focuses on new plays and encourages emerging directors, designers and actors, by offering them an opportunity to show their work. Five main stage productions are produced annually.

2017-2018 SEASON | 5 PRODUCTIONS | 100 PERFORMANCES | APPROXIMATE DISTRIBUTION: 12,500

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
RIPCORD	July 26, 2017	Aug 17 - Sep 16
Application Pending	September 27, 2017	Oct 19 - Nov 18
Production #3	January, 2018	Jan - Feb, 2018
Production#4	April	April - May
Production#5	May	June - July

AD SIZE	SHOW RATE	5-SHOW RATE
Back Cover (5.5"W X 8.5"H)	\$825	\$3,510
Inside Cover (5.5"W X 8.5"H)	\$750	\$3,190
Full Page (5.5"W X 8.5"H)	\$650	\$2,765
Half Page Horizontal (5"W X 3.875"H)	\$400	\$1,700
Half Page Vertical (2.5"W X 8"H)	\$400	\$1,700
Quarter Page Horizontal (5"W X 1.875"H)	\$275	\$1,175
Quarter Page Vertical (2.5"W X 3.875"H)	\$275	\$1,175



JUBILEE THEATRE

Jubilee Theatre is the original home of African-American theatre in North Texas. With a strong financial base, growing audiences, a dedicated Board of Trustees and staff and a tradition of artistic integrity, Jubilee has maintained its status as a gem in the Fort Worth cultural and arts scene.

2017-2018 SEASON | 7 PRODUCTIONS/6 PLAYBILLS | 130 PERFORMANCES | APPROXIMATE DISTRIBUTION: 18,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
SPOTLIGHT MUSIC SERIES: DUELING DIVAS	September 14, 2017	Oct 6 - 8
SPOTLIGHT MUSIC SERIES: GOSPEL...HALLELUJAH!	September 14, 2017	Oct 20 -22
A MOTOWN CHRISTMAS	November 1, 2017	Nov 24 - Dec 24
DETROIT '67	January 4, 2018	Jan 26 - Feb 25, 2018
IT AIN'T NOTHIN BUT THE BLUES	February 22, 2018	March 16 - April 15
STICK FLY	May 3, 2018	May 25 - June 24
BLUES IN THE NIGHT	July 5, 2018	July 27 - Aug 26

AD SIZE	SHOW RATE	6-SHOW RATE
Back Cover (5.5"W X 8.5"H)	\$1,050	\$5,355
Inside Cover (5.5"W X 8.5"H)	\$900	\$4,590
Full Page (5.5"W X 8.5"H)	\$800	\$4,080
Half Page Horizontal (5"W X 3.875"H)	\$500	\$2,550
Half Page Vertical (2.5"W X 8"H)	\$500	\$2,550
Quarter Page Horizontal (5"W X 1.875"H)	\$325	\$1,665
Quarter Page Vertical (2.5"W X 3.875"H)	\$325	\$1,665



STAGE WEST

For more than 38 years, Stage West has been recognized for its productions and musicals. The American regional theatre has produced an array of works ranging from classic American and world drama, Shakespeare, Shaw, contemporary Broadway plays and musicals, as well as new works by aspiring playwrights, including 12 world premieres.

2017-2018 SEASON | 7 PRODUCTIONS | 168 PERFORMANCES | APPROXIMATE DISTRIBUTION: 25,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Life Sucks	September 26, 2017	Oct 12 - Nov 12
An Act of God	November 14, 2017	Nov 30 - Dec 31
Like A Billion Likes	January 2, 2018	Jan 18 - Feb 4
A Funny Thing Happened on the Way to the Gynecologic Oncology Unit at Memorial Sloan-Kettering Cancer Center of New York City	February 20, 2018	March 8 - April 1
HIR	May 1, 2018	May 17 - June 17
Don't Dress For Dinner	June 26, 2018	July 12 - August 12
An Octoroon	August 14, 2018	Aug 30 - Sep 30

AD SIZE	SHOW RATE	7-SHOW RATE
Back Cover (5.5"W X 8.5"H)	\$750	\$4,200
Inside Cover (5.5"W X 8.5"H)	\$650	\$3,650
Full Page (5.5"W X 8.5"H)	\$600	\$3,350
Half Page Horizontal (5"W X 3.875"H)	\$400	\$2,250
Half Page Vertical (2.5"W X 8"H)	\$400	\$2,250
Quarter Page Horizontal (5"W X 1.875"H)	\$275	\$1,550
Quarter Page Vertical (2.5"W X 3.875"H)	\$275	\$1,550



AMPHIBIAN STAGE PRODUCTIONS

Since the beginning, Amphibian’s objective was not only to entertain, but to give audiences something to think about, to incite conversation, to bring up important issues and big ideas and make an impact-whether it be a ripple or a wave.

Their vision believes in the fearless power of theatre and they strive to make Amphibian a place where stories come to life. Amphibian Stage Productions strives to produce innovative and engaging theater that inspires new ideas, opens new doors and increases our understanding of the cast world around us.

2017-2018 SEASON | 4 PRODUCTIONS | 68 PERFORMANCES | APPROXIMATE DISTRIBUTION: 5,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
A Lost Leonardo	September 20, 2017	Oct 13 - Nov 5
Production #2	January 2018	Feb - March
Production#3	April 2018	April - May
Production#4	June 2018	July - Auc

AD SIZE	SHOW RATE	4-SHOW RATE
Back Cover (5.5"W X 8.5"H)	\$400	\$1,375
Inside Cover (5.5"W X 8.5"H)	\$350	\$1,200
Full Page (5.5"W X 8.5"H)	\$300	\$1,020
Half Page Horizontal (5"W X 3.875"H)	\$200	\$695
Half Page Vertical (2.5"W X 8"H)	\$200	\$695
Quarter Page Horizontal (5"W X 1.875"H)	\$150	\$525
Quarter Page Vertical (2.5"W X 3.875"H)	\$150	\$525



ORCHARD THEATRE

The Orchard Theatre of Texas is an innovative new theatre company that will present a variety of plays - from originals to classics, with subjects ranging from the personal to the political - in a myriad of exciting settings. You might see O’Neill in a bar, or Shakespeare in a barn - each venue will be uniquely suited to the play at hand. Look for us in the most unlikely places as we “pop up” all over the DFW Metroplex.

Orchard Theatre of Texas is particularly interested in producing plays written by Texas playwrights, or about OUR part of the world, new plays, classics, plays concerned with cultural identity, and plays about science and technology.

2017-2018 SEASON | 4 PRODUCTIONS | 64 PERFORMANCES | APPROXIMATE DISTRIBUTION: 10,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
#1 TBA	October 11, 2017	Nov 2 - 26
#1 TBA	December 19, 2017	Jan 11 - Feb 4, 2018
#1 TBA	February 7, 2018	March 1 - 25
#1 TBA	April 11, 2018	May 3 - 27

AD SIZE	SHOW RATE	4-SHOW RATE
Back Cover (5.5"W X 8.5"H)	\$400	\$1,375
Inside Cover (5.5"W X 8.5"H)	\$350	\$1,200
Full Page (5.5"W X 8.5"H)	\$300	\$1,020
Half Page Horizontal (5"W X 3.875"H)	\$200	\$695
Half Page Vertical (2.5"W X 8"H)	\$200	\$695
Quarter Page Horizontal (5"W X 1.875"H)	\$150	\$525
Quarter Page Vertical (2.5"W X 3.875"H)	\$150	\$525



THEATRE ARLINGTON

For more than 40 years, Theatre Arlington has been providing patrons of theatre with quality adult and children's productions. The 199-seat theatre with traditional seating and proscenium stage provides patrons with a comfortable atmosphere where they enjoy some of the finest artistic work in North Texas.

2017-2018 SEASON | 8 PRODUCTIONS | 113 PERFORMANCES | APPROXIMATE DISTRIBUTION: 22,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Bus Stop	August 31, 2017	Sep 22 - Oct 22
Forever Plaid: Plaid Tidings	November 6, 2017	Dec 1 - 17
Sylvia	December 21, 2017	Jan 12 - Feb 4, 2018
Shrek: The Musical JR	February 1, 2018	Feb 23 - March 21
Red	March 8, 2018	March 30 - April 15
Footloose: The Musical	April 19, 2018	May 11 - June 3
Stellaluna	June 21, 2018	July 13 - 22
The Sweetest Swing In Baseball	July 19, 2018	August 10 - 26

AD SIZE	SHOW RATE	8-SHOW RATE
Back Cover (5.5"W X 8.5"H)	\$750	\$5,740
Inside Cover (5.5"W X 8.5"H)	\$650	\$4,975
Full Page (5.5"W X 8.5"H)	\$600	\$4,590
Half Page Horizontal (5"W X 3.875"H)	\$400	\$3,060
Half Page Vertical (2.5"W X 8"H)	\$400	\$3,060
Quarter Page Horizontal (5"W X 1.875"H)	\$275	\$2,115
Quarter Page Vertical (2.5"W X 3.875"H)	\$275	\$2,115



RUNWAY THEATRE

For 36 seasons, Runway Theatre has brought quality, live theatre to performing arts fans in Northeast Tarrant County. As of the summer of 2017, the End of the Runway Players - "Runway" has been responsible for more than 250 full-scale productions.

2017-2018 SEASON | 6 PRODUCTIONS | 60 PERFORMANCES | APPROXIMATE DISTRIBUTION: 12,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
The Addams Family	September 7, 2017	Sep 29 - Oct 22
A TUNA Christmas	November 6, 2017	Dec 1 - 17
Moon Over Buffalo	January 18, 2018	Feb 9 - 25
Communicating Doors	March 15, 2018	April 6 - 22
Return Engagement	May 17, 2018	June 8 - 24
CHEATIN	July 12, 2018	Aug 3 - 19

AD SIZE	SHOW RATE	6-SHOW RATE
Back Cover (5.5"W X 8.5"H)	\$400	\$2,050
Inside Cover (5.5"W X 8.5"H)	\$350	\$1,785
Full Page (5.5"W X 8.5"H)	\$300	\$1,550
Half Page Horizontal (5"W X 3.875"H)	\$200	\$1,020
Half Page Vertical (2.5"W X 8"H)	\$200	\$1,020
Quarter Page Horizontal (5"W X 1.875"H)	\$150	\$775
Quarter Page Vertical (2.5"W X 3.875"H)	\$150	\$775



BISHOP ARTS THEATRE CENTER

Bishop Arts Theatre Center is an award-winning theatre company for the next generation of culturally diverse writers, directors, performers and media makers. Located in the Bishop Arts Theatre Center, the venue is one of the most celebrated destinations in Dallas for jazz concerts, innovative student outreach programs and an annual New Play Competition.

Bishop Arts Theatre Center impacts 15,000 people via their seasonal performances and outreach programs by:

- Providing cultural and artistic opportunities for at-risk communities
- Teaching theatre, acting dance, music and other art forms
- Sponsoring special arts events to bring the cultural experience to a more diverse population

2017-2018 SEASON | 5 PRODUCTIONS | 35 PERFORMANCES | APPROXIMATE DISTRIBUTION: 5,500

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Unchain My Heart	October 4, 2017	Oct 26 - 29
Black Nativity	November 6, 2017	Dec 1 - 17
THURGOOD	January 11, 2018	Feb 5 - 25, 2018
Down For The #Count (One Act Play Festival)	March 14, 2018	April 5 - 15
Banned Together: A Censorship Cabaret	August 31, 2018	Sep 24 - 30

AD SIZE	SHOW RATE	5-SHOW RATE
Back Cover (5.5"W X 8.5"H)	\$825	\$3,510
Inside Cover (5.5"W X 8.5"H)	\$750	\$3,190
Full Page (5.5"W X 8.5"H)	\$650	\$2,765
Half Page Horizontal (5"W X 3.875"H)	\$400	\$1,700
Half Page Vertical (2.5"W X 8"H)	\$400	\$1,700
Quarter Page Horizontal (5"W X 1.875"H)	\$275	\$1,175
Quarter Page Vertical (2.5"W X 3.875"H)	\$275	\$1,175



SPECIAL ORGANIZATION COMMEMORATIVE PROGRAMS

Fort Worth Opera

Concerts in the Garden

Lone Star Film Festival

Fringe Fest

FORT WORTH OPERA

Founded in 1946, Fort Worth Opera is the oldest continually performing opera company in Texas, and one of the 14 oldest opera companies in the United States. Known throughout the operatic world as a champion of new and rarely-performed works, FW Opera has taken a leadership role in engaging audiences beyond the operatic stage, while producing cutting-edge, contemporary operas. Beginning in 2017, FW Opera launched the second phase of its landmark, 10-year Opera of the Americas initiative with *Noches de Opera* (Nights of Opera), a groundbreaking campaign that introduces powerful operas, each reflecting the diverse cultures of new American audiences.

The 2018 FW Opera Festival will include the first production of Richard Wagner's magnificent fantasy opera *Das Rheingold*; Gaetano Donizetti's hysterical bel canto gem, *Don Pasquale*; and an immersive, surrealistic production of Astor Piazzolla's genre-defying tango opera, *María de Buenos Aires*. The Festival will also usher in the sixth year of Fort Worth Opera's critically-acclaimed new works showcase, *Frontiers*.

2018 FESTIVAL | 4 PRODUCTIONS | 12 PERFORMANCES | APPROXIMATE DISTRIBUTION: 10,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
María De Buenos Aires	April 5, 2018	April 27, May 6, 8, 11, 12
Don Pasquale	April 5, 2018	April 28, May 6, 12
Das Rheingold	April 5, 2018	May 5, 13
Frontiers	April 5, 2018	May 9 - 10

AD SIZE	12-PERFORMANCE RATES
Back Cover (8.5"W X 11"H)	\$3,995
Inside Cover (8.5"W X 11"H)	\$3,495
Full Page (8.5"W X 11"H)	\$2,995
Half Page Horizontal (8.5"W X 5.5"H)	\$1,995
Quarter Page Square (4.25"W X 5.5"H)	\$1,295



FWSO CONCERTS IN THE GARDEN

Performing Ads Company is proud to offer advertising space in the Program Guide for the Fort Worth Symphony Orchestra’s “Concerts in the Garden” Summer Music Festival. More than 40,000 guests attend performances each weekend in June and July. This annual event is family-friendly and reaches across all demographics.

“Concerts in the Garden” is held in the beautiful Fort Worth Botanic Gardens and has been touted as one of Fort Worth’s best music festivals throughout the years. These concerts bring a wide variety of artists from all musical genres to perform with the world-renowned Fort Worth Symphony Orchestra.

17 PERFORMANCES | APPROXIMATE DISTRIBUTION: 40,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
2018 FWSO Concerts In The Garden	May 9	June 1 - July 8

AD SIZE	RATES
Back Cover (8.5"W X 11"H)	\$4,295
Inside Front Cover (8.5"W X 11"H)	SOLD OUT
Inside Back Cover (8.5"W X 11"H)	\$3,985
Full Page (8.5"W X 11"H)	\$3,495
Half Page Horizontal (8.5"W X 5.5"H)	\$1,895
Half Page Vertical (3.625"W X 10"H)	\$1,895
Quarter Page Square (4.25"W X 5.5"H)	\$1,495



LONE STAR FILM FESTIVAL

The Lone Star Film Festival in Sundance Square is the culmination of the Mission of The Lone Star Film Society: Dedicated to supporting film in Fort Worth as a way to educate and inspire. The Lone Star Film Society is a non-profit organization that exists to cultivate an appreciation and understanding of the moving image as an art form while showcasing the City of Fort Worth.

2017 FESTIVAL | APPROXIMATE DISTRIBUTION: 3,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
2017 Lone Star Film Festival	October 16, 2017	Nov 8 - 12

AD SIZE	SHOW RATE
Back Cover (4.25"W X 9.25"H)	SOLD OUT
Inside Covers (4.25"W X 9.25"H)	SOLD OUT
Full Page (4.25"W X 9.25"H)	\$600
Half Page Horizontal (3.5" X 4.25")	\$400
Half Page Vertical (1.75" X 8.5")	\$400
Quarter Page Horizontal (3.5" X 2.125")	\$275
Quarter Page Vertical (1.75"W X 4.25"H)	\$275



FRINGE FEST

Texas Nonprofit Theatres presents The Second Annual Fringe Fest September 1 - 3 at The Fort Worth Community Arts Center. Fort Worth Fringe Fest is an opportunity for performing artists and groups in a wide variety of disciplines to present work that excites and broadens the cultural offerings for the community, including theatre, dance, music, puppetry, comedy, poetry, spoken word, performance art, magic, and many other forms of expression.

2017 FESTIVAL | APPROXIMATE DISTRIBUTION: 1,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
2017 Fringe Festival	August 8, 2017	Sep 1 - 2
2018 Fringe Festival	August 9, 2018	Aug 31 - Sep 1

AD SIZE	SHOW RATE
Back Cover (5.5"W X 8.5"H)	\$750
Inside Cover (5.5"W X 8.5"H)	\$650
Full Page (5.5"W X 8.5"H)	\$600
Half Page Horizontal (5"W X 3.875"H)	\$400
Half Page Vertical (2.5"W X 8"H)	\$400
Quarter Page Horizontal (5"W X 1.875"H)	\$275
Quarter Page Vertical (2.5"W X 3.875"H)	\$275



UNIVERSITY & SCHOOL PLAYBILLS

TCU Theatre

TCU School of Music

TCU School of Dance

Trinity Shakespeare Festival

UTA Theatre

Theatre Wesleyan

All Saints' Theatre

TCU THEATRE

Since its first season in 1945-1946, Theatre TCU has remained committed to providing the highest quality artistic and academic theatre education in a liberal arts environment, fostering excellence in creative theatre production and research, and contributing to the cultural enrichment of a global society.

2017-2018 SEASON | 9 PRODUCTIONS/8 PLAYBILLS | 48 PERFORMANCES | APPROXIMATE DISTRIBUTION: 11,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
The Playwright's Stage	August 18, 2017	Sep 10
Tom Kellog in B Flat	September 1, 2017	Sep 26 - Oct 1
Sylvia	September 27, 2017	Oct 19, 20, 22
Fiddler on the Roof	October 23, 2018	Nov 14 - 19
Tartuffe	February 5, 2018	Feb 27 - March 4
Love, Loss, and What I Wore	February 27, 2018	March 22 - 25
Co-Production with Circle Theatre	Circle Theatre Playbill	March 22 - April 14
Bat Boy	April 2, 2018	April 24 - 29
Trinity Shakespeare Festival	June 1, 2018	June 25 - July 1

TCU SCHOOL OF MUSIC

The TCU School of Music is a nationally recognized, award-winning institution that features a distinguished, renowned faculty and a talented, energetic student body. The TCU School of Music is large enough to afford students world-class musical opportunities, yet small enough to ensure a personalized musical experience.

2017-2018 SEASON | 54 PRODUCTIONS | 64 PERFORMANCES | APPROXIMATE DISTRIBUTION: 12,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
TCU Festival of American Song	September 8, 2017	Oct 2 - 4
TCU Latin American Music Festival	September 15, 2017	Oct 8 - 12
TCU Jazz Fest	March 1, 2018	March 23 - 24
TCU Piano, Texas (54 Events)	May 17, 2018	June 8 - July 1
TCU Ensemble Concerts	N/A	Aug 2017 - June 2018

TCU SCHOOL OF DANCE

In 1949, Texas Christian University became the first university in the United States to offer a Bachelor of Fine Arts degree in Ballet. Comprehensive and progressive, The School for Classical & Contemporary Dance at TCU is rewarded with a national reputation for graduating dancers who possess excellence in both professional dance training and scholarly success.

2017-2018 SEASON | 2 PRODUCTIONS | 8 PERFORMANCES | APPROXIMATE DISTRIBUTION: 2,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Dance TCU Fall Concert	October 19, 2017	Nov 10 - 12
Dance TCU Spring Concert	March 15, 2018	April 6 - 8

TRINITY SHAKESPEARE FESTIVAL

The award winning Trinity Shakespeare Festival returns with professional, live stage performances. Shakespeare's delightful comedy and compelling tragedy are presented in repertory with professional Equity actors as well as current Theatre TCU students and alums.

2017 FESTIVAL | 2 PRODUCTIONS | 18 PERFORMANCES | APPROXIMATE DISTRIBUTION: 3,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
TCU Trinity Shakespeare Festival	June 1, 2018	June 25 - July 1



COLLEGE of
FINE ARTS
Department of Theatre



COLLEGE of
FINE ARTS
School of Music



COLLEGE of
FINE ARTS
School of Music



TRINITY SHAKESPEARE
FESTIVAL

THEATRE ONLY PLAYBILL CAMPAIGN

AD SIZE	PER - SHOW RATE	9 - SHOW RATE
Full Page	\$175	\$995
Half Page	\$100	\$695

MUSIC ONLY PLAYBILL CAMPAIGN

AD SIZE	PER - SHOW RATE	50 - SHOW RATE
Full Page	\$125	\$995
Half Page	\$75	\$695

DANCE ONLY PLAYBILL CAMPAIGN

AD SIZE	PER - SHOW RATE	2 - SHOW RATE
Full Page	\$175	\$295
Half Page	\$100	\$175

TCU COMBINED FINE ARTS PACKAGE

2017-2018 SEASON | 62 PRODUCTIONS | 120 PERFORMANCES | APPROXIMATE DISTRIBUTION: 25,000

AD SIZE	PER - SHOW RATE	COMBINED RATE
Back Cover (5.5"W X 8.5"H)	\$400	\$3,995
Inside Cover (5.5"W X 8.5"H)	\$350	\$3,595
Full Page (5.5"W X 8.5"H)	\$300	\$2,995
Half Page Horizontal (5"W X 3.875"H)	\$200	\$1,695
Half Page Vertical (2.5"W X 8"H)	\$200	\$1,695
Quarter Page Horizontal (5"W X 1.875"H)	\$150	\$995
Quarter Page Vertical (2.5"W X 3.875"H)	\$150	\$995

UTA THEATRE

The University of Texas at Arlington Department of Theatre Arts provides students with an extensive education in the theatrical profession. It is through broad practical experience and an equally extensive theoretical application of the art and craft of the stage that students learn the primary components that comprise the theatrical event. The Maverick Dance Company is proud to be sponsored by UTA's Department of Theatre Arts. Members of this contemporary-based company balance their passion for the performing arts with their value for education. Each semester, MDC presents a series of progressive dance works by faculty, guests, and student choreographers.

2017-2018 SEASON | 8 PRODUCTIONS | 35 PERFORMANCES | APPROXIMATE DISTRIBUTION: 8,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
25 th Annual Putnam Spelling Bee	September 19, 2017	Oct 11 - 15
Mav Lab	October 4, 2017	Oct 26 - 29
Midsummer Night's Dream	October 24, 2017	Nov 15 - 19
Maverick Dance Company Concert	November 15, 2017	Dec 8 - 10
UTA Opera	February 5, 2018	Feb 27 - March 4, 2018
Mav Lab	February 28, 2018	March 22 - 25
Mav Plays	March 27, 2018	April 18 - 22
Maverick Dance Company Concert	April 12, 2018	May 4 - 6

AD SIZE	SHOW RATE	8-SHOW RATE
Back Cover (5.5"W X 8.5"H)	\$400	\$2,560
Inside Cover (5.5"W X 8.5"H)	\$350	\$2,240
Full Page (5.5"W X 8.5"H)	\$300	\$2,040
Half Page Horizontal (5"W X 3.875"H)	\$200	\$1,440
Half Page Vertical (2.5"W X 8"H)	\$200	\$1,440
Quarter Page Horizontal (5"W X 1.875"H)	\$150	\$995
Quarter Page Vertical (2.5"W X 3.875"H)	\$150	\$995



THEATRE WESLEYAN

Theatre Wesleyan is the only theatre in the Fort Worth/Dallas area celebrating more than 56 years of productions. We take great pride in our history and have a keen eye on the future as well. Alumni of Texas Wesleyan work on Broadway as performers and producers, in films and television as actors and art directors, on area stages as award-winning performers and designers and as dedicated educators all over the area. Current students at Texas Wesleyan have opportunities to intern with local theatres and professional organization, establishing working relationships before graduation.

2017-2018 SEASON | 4 PRODUCTIONS | 12 PERFORMANCES | APPROXIMATE DISTRIBUTION: 10,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Blithe Spirit	August 30, 2017	Sept 21 - Oct 1
Spring Awakening	October 12, 2017	Nov 3 - 12
Important Hats of the Twentieth Century	January 24, 2018	Feb 15 - 25, 2018
OKLAHOMA!	March 28, 2018	April 19 - 22

AD SIZE	SHOW RATE	4-SHOW RATE
Back Cover (5.5"W X 8.5"H)	\$400	\$1,375
Inside Cover (5.5"W X 8.5"H)	\$350	\$1,200
Full Page (5.5"W X 8.5"H)	\$300	\$1,020
Half Page Horizontal (5"W X 3.875"H)	\$200	\$695
Half Page Vertical (2.5"W X 8"H)	\$200	\$695
Quarter Page Horizontal (5"W X 1.875"H)	\$150	\$525
Quarter Page Vertical (2.5"W X 3.875"H)	\$150	\$525



ALL SAINTS EPISCOPAL SCHOOL

Performing Ads Company is proud to publish the playbills for the award-winning Theatre Department at All Saints' Episcopal School.

The majority of the proceeds from advertising in the playbills for the All Saints' Theatre productions directly benefits the fine arts parent organization, F.A.M.E. (Fine Arts Matter in Education). As in years past, All Saints' Episcopal School requests support from local businesses in the community. In addition, there are opportunities for parents, families, and friends to show support for their favorite thespian with Congratulatory Ads which are offered at a discounted pricing schedule.

2017-2018 SEASON | 3 PRODUCTIONS | 8 PERFORMANCES | APPROXIMATE DISTRIBUTION: 2,700

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
The 39 Steps (Upper School)	October 4, 2017	Oct 26 - 28
Seussical (Upper School)	January 31, 2018	Feb 22 - 24
Disney's Beauty & The Beast JR	March 28, 2018	April 19 - 21

AD SIZE	CONGRATULATORY	BUSINESS RATE
Back Cover (5.5"W X 8.5"H)	NOT AVAILABLE	\$825
Inside Cover (5.5"W X 8.5"H)	NOT AVAILABLE	\$785
Full Page (5.5"W X 8.5"H)	\$150	\$785
Half Page Horizontal (5"W X 3.875"H)	\$100	\$655
Half Page Vertical (2.5"W X 8"H)	\$100	\$485
Quarter Page Horizontal (5"W X 1.875"H)	\$50	\$485
Quarter Page Vertical (2.5"W X 3.875"H)	\$50	\$305

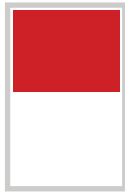


AD SPECS

PLAYBILL (5.5" X 8.5")



Full Page
(5.5" X 8.5")
(6" X 9" with bleed)



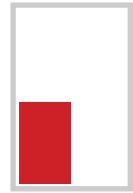
Half Page Horizontal
(5" X 3.875")



Half Page Vertical
(2.5" X 8")

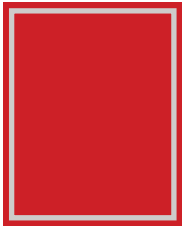


Quarter Page Horizontal
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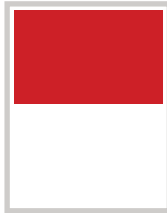


Quarter Page Vertical
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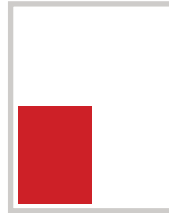
FORT WORTH OPERA FULL SIZE (8.5" X 11")



Full Page Live Area
(8.5" X 11")
(9" X 11.5" with bleed)



Half Page Horizontal
(8.5" X 5.5")

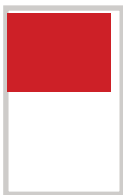


Quarter Page Square
(4.25" X 5.5")

LONE STAR FILM FESTIVAL (4" X 9")



Full Page Live Area
(4" X 9")
(4.25" X 9.25" with bleed)



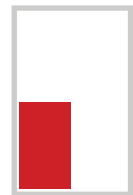
Half Page Horizontal
(3.5" X 4.25")



Half Page Vertical
(1.75" X 8.5")



Quarter Page Horizontal
(3.5" X 2.125")



Quarter Page Vertical
(1.75" X 4.25")

- Full page ads must have a 0.25" bleed all around.
- Keep live copy at least 0.25" away from the trim.
- Color mode must be set to CMYK (no RGB or PMS colors).
- For black type, backgrounds, and shapes, use 100% black.
- High resolution images should be no less than 300 DPI. at 100% placement size.
- PDF files preferred.
- Embed fonts in the PDF files.
- Hairline rules should be no smaller than 0.25pt.
- High resolution .JPG, .TFF, .EPS
- Recommend preflight for InDesign files with all images.

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PERFORMINGADS
PLAYBILLS
