

CASA MAÑANA + BASS HALL

FORT WORTH BROADWAY SERIES COMBO

10 Awe-Inspiring Broadway Productions

96 Jaw-Dropping Performances

Projected Attendance: **140,000+**

This is a unique opportunity to advertise in the 2016-2017 Broadway season programs at Casa Mañana and Bass Performance Hall.

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Jesus Christ Superstar (CM)	Aug 19, 2016	Sept 10-18
Phantom of the Opera (BH)	Sept 29, 2016	Oct 20-30
Million Dollar Quartet (CM)	Oct 14, 2016	Nov 5-13
Annie (BH)	Dec 27, 2016	Jan 17-22, 2017
An American in Paris (BH)	Jan 24, 2017	Feb 14-19, 2017
West Side Story (CM)	Feb 11, 2017	March 4-12, 2017
Let it Be (BH)	Feb 22, 2017	March 21-26, 2017
Rock of Ages (CM)	May 13, 2017	June 3-11, 2017
Matilda (BH)	May 23, 2017	June 13-18, 2017
The Bodyguard (BH)	July 11, 2017	Aug 1-6, 2017

AD SIZE	RETAIL COST	10-SHOW RATE
Full Page (5.5"W X 8.5"H)	\$14,695	\$11,750
Half Page Horizontal (5"W X 3.875"H)	\$9,986	\$7,985
Half Page Vertical (2.5"W X 8"H)	\$9,986	\$7,985
Quarter Page Horizontal (5"W X 1.875"H)	\$6,110	\$4,885
Quarter Page Vertical (2.5"W X 3.875"H)	\$6,110	\$4,885



BY THE NUMBERS

Reach the influential, discerning and captive audiences known as Bass Hall & Casa Mañana patrons through the power of the Playbill.



A full page ad for **less than a dime** per playbill



A half page ad for **less than six cents** per playbill



A quarter page ad for **less than four cents** per playbill

ADDED VALUE

- 1 Access to complimentary Broadway show ticket
- 2 Select your ad based on the production or utilize the same ad throughout the season
- 3 Flexible billing to accommodate co-op advertising
- 4 Customized billing to fit your budget

