

PERFORMINGADS

PLAYBILLS

BASS PERFORMANCE HALL

BISHOP ARTS THEATRE CENTER

UTA CONCERTS IN THE GARDEN

JUBILEE THEATRE

CASA MAÑANA



FRINGE FEST

THEATRE WESLEYAN

CIRCLE THEATRE



ALL SAINT'S



STAGE WEST

RUNWAY THEATRE

THEATRE ARLINGTON TCU

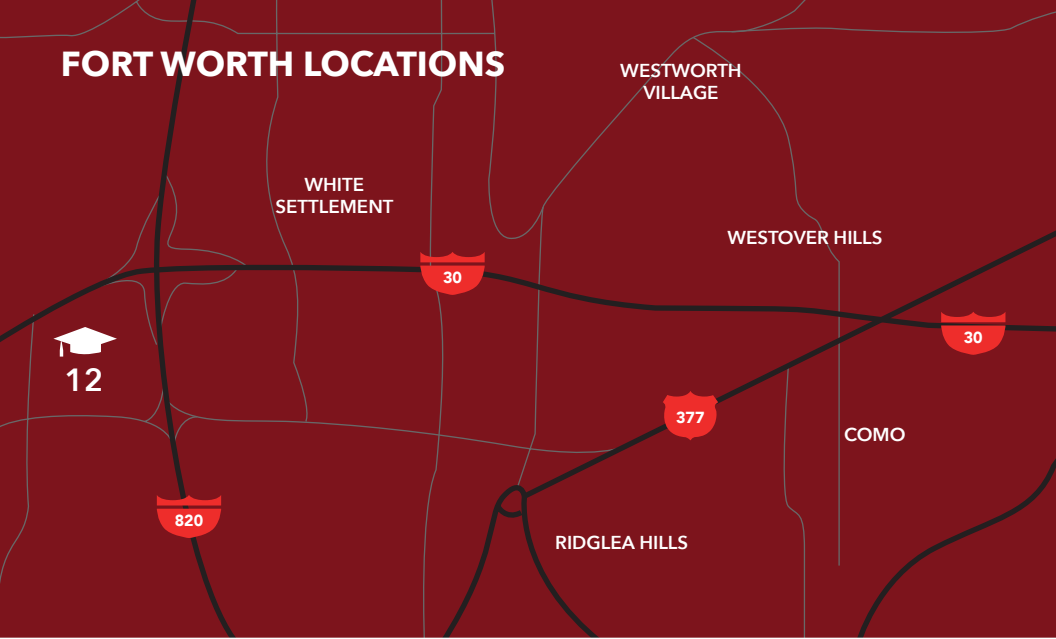
LONE STAR FILM FESTIVAL

DALLAS THEATER CENTER

AMPHIBIAN STAGE PRODUCTIONS

THEATRES & VENUES

FORT WORTH LOCATIONS



Professional Theatre

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



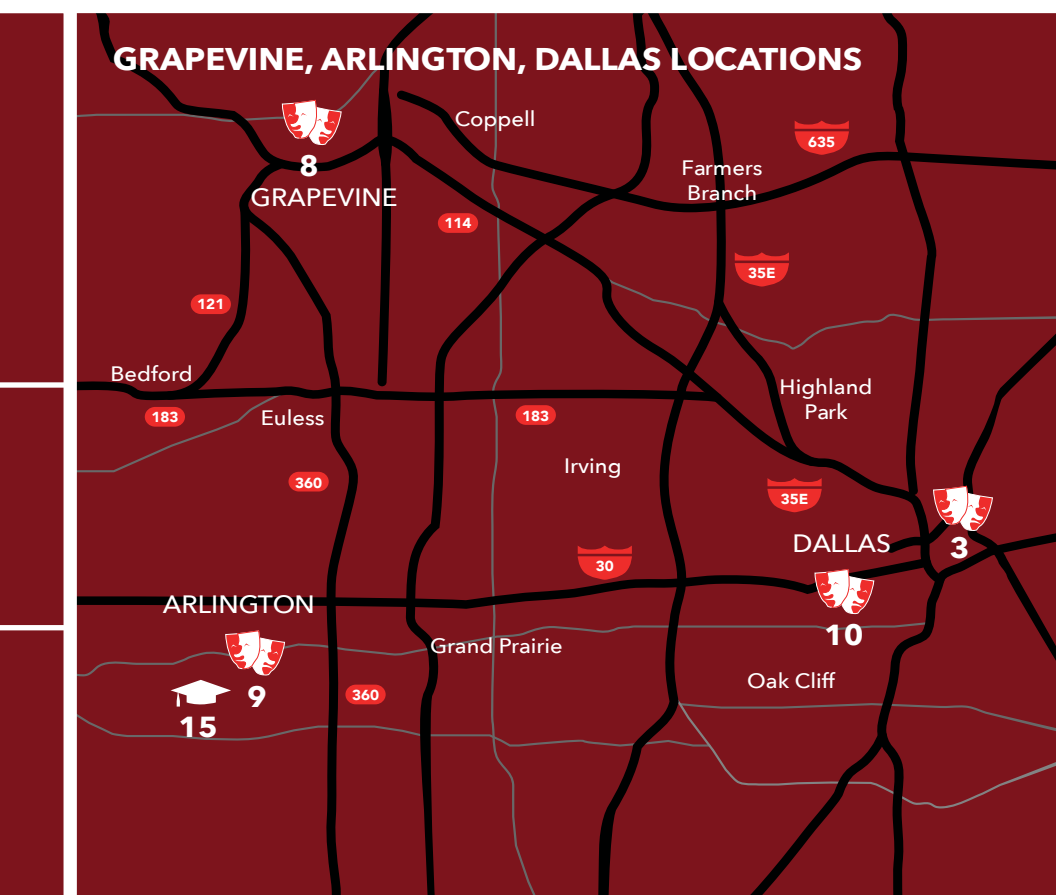
Special Organizations & Events

11. Lone Star Film Festival
12. Fringe Fest



University & School Productions

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



PERFORMINGADS

PLAYBILLS

Dear Advertiser & Patrons of the Arts:

If your business has an advertising placement in one of the many Playbills or programs produced by Performing Ads Company, you are supporting THE ARTS in North Texas.

How great is that!

Performing Ads Company produces the Playbills and programs for the majority of our theatre and venue partners at NO COST. It covers the entire cost of design, layout and printing. This saves the theatre company hundreds of man hours each year, in addition to the hard cost of printing the programs. Our theatre partners are non-profit organizations and our service enables them to allot more money into making their productions better each year.

Be proud that your campaign in the various Arts programs is **"Supporting the Arts."**

Performing Ads puts a premium on helping to develop campaigns that are a good investment for your marketing dollars. The performing arts companies and theatres fill their houses with arts patrons that generally are affluent and active consumers; they have a tremendous impact on our economy.

An evening with the Arts might begin with shopping for a new outfit, dinner plans before the engagement, cocktails or desserts after, and perhaps a healthy fee to your babysitter. That is true economic impact.

The 2018-2019 season marks **Year 3** of my stewardship of Performing Ads Company. Our business model continues with 100% of our work being performed in North Texas. Design, layout, sales and printing are produced in North Texas. When you place an ad with Performing Ads, 100% of the revenue stays in North Texas.

Last year, we added partners such as the Lone Star Film Festival and expanded our agreement with the TCU College of Fine Arts. This year, I am proud to introduce additional growth with our partnership with Tony Award-winning Dallas Theater Center.

We have planned a unique design for the DTC program in a larger format size. The marketing opportunities in the Dallas area broaden your branding and sales footprint.

I'm thankful for the advertisers, donors and patrons of the ARTS that have supported Performing Ads Company with their placements in Playbills and programs. Performing Ads Company is proud to be a part of the cultural arts community in North Texas, but it's your support that keeps North Texas the vibrant ARTS region that it is.

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.

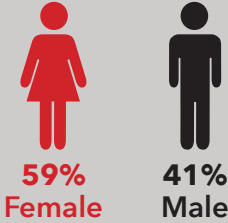


PERFORMING ARTS PATRONS

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.

GENDER



HOMEOWNERS



83.2% of Patrons are Homeowners

HOUSEHOLD INCOME



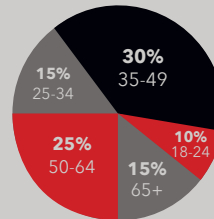
- 47% of Patrons make **\$100,000+**
- 21.1% of Patrons make **\$75,000 - \$100,000**
- 12.9% of Patrons make **\$50,000 - \$75,000**
- 16.9% of Patrons make **\$25,000 - \$50,000**

GRADUATES



72% of Patrons have College Degrees

AGE



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

Dallas Theater Center

Bass Performance Hall

Circle Theatre

Jubilee Theatre

Stage West Theatre

Amphibian Stage Productions

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.

2018-2019 SEASON | 4 PRODUCTIONS | 41 PERFORMANCES | APPROXIMATE DISTRIBUTION: 30,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Hello Dolly	August 17, 2018	Sep 8 - 16
Next to Normal	October 12, 2018	Nov 3 - 11
Grease	February 12, 2019	March 2 - 10
The Producers	May 10, 2019	June 1 - 9

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.

2018-2019 SEASON | 5 PRODUCTIONS | 91 PERFORMANCES | APPROXIMATE DISTRIBUTION: 63,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Big Bad Musical	September 13, 2018	Oct 5 - Oct 21
Twas the Night Before Christmas	October 30, 2018	Nov 23 - Dec 23
The Emperor's Groovy New Clothes	January 10, 2019	Feb 1 - 17
Jason Bishop The Illusionist	March 1, 2019	March 22 - April 7
The Wizard of Oz	March 28, 2019	April 19 - May 12

AD SIZE	SHOW RATE	5-SHOW RATE
Back Cover (5.5"W X 8.5"H)	\$1,250	\$5,295
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	SHOW RATE
Betty Buckley Awards	Back Cover (5.5"W X 8.5"H)	\$475
	Inside Cover (5.5"W X 8.5"H)	\$450
ARTWORK DEADLINE	Full Page (5.5"W X 8.5"H)	\$375
May 1, 2019	Half Page Horizontal (5"W X 3.875"H)	\$275
	Half Page Vertical (2.5"W X 8"H)	\$275
SHOW DATES	Quarter Page Horizontal (5"W X 1.875"H)	\$175
May 23, 2019	Quarter Page Vertical (2.5"W X 3.875"H)	\$175

CASA APPRENTICE

2018-2019 SEASON | 1 PRODUCTION | 4 PERFORMANCES | APPROXIMATE DISTRIBUTION: 3,000

PRODUCTION	AD SIZE	SHOW RATE
TBD	Back Cover (5.5"W X 8.5"H)	\$925
	Inside Cover (5.5"W X 8.5"H)	\$820
ARTWORK DEADLINE	Full Page (5.5"W X 8.5"H)	\$650
July 11, 2019	Half Page Horizontal (5"W X 3.875"H)	\$550
	Half Page Vertical (2.5"W X 8"H)	\$550
SHOW DATES	Quarter Page Horizontal (5"W X 1.875"H)	\$375
August 2 - 4, 2019	Quarter Page Vertical (2.5"W X 3.875"H)	\$375

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

2018-2019 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

25%
DISCOUNT

DALLAS THEATER CENTER

Founded in 1959, Dallas Theater Center is one of the first regional theaters in the United States. DTC produces classic, contemporary and new plays and is the 2017 Tony Award recipient for Best Regional Theater. Dallas Theater Center continues to produce its works at the Kalita Humphreys Theater, as well as the Dee and Charles Wylie Theatre as part of the AT&T Performing Arts Center in the Dallas Arts District.

2018-2019 SEASON | 9 PRODUCTIONS | 310 PERFORMANCES | APPROXIMATE DISTRIBUTION: 120,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Steel Magnolias	September 6, 2018	Sep. 28 - Oct. 21
A Christmas Carol	October 30, 2018	Nov. 21 - Dec. 30
Fetch Clay, Make Man	November 13, 2018	Dec. 5 - Jan. 13
Sweat	December 21, 2018	Jan. 18 - Feb. 10
The Wolves	February 12, 2019	March 6 - April 14
Twelfth Night	March 7, 2019	March 29 - April 28
Real Women Have Curves	April 4, 2019	April 26-May 19
Penny Candy	May 14, 2019	June 5-July 14
As You Like It	July 24, 2019	August 15-18

AD SIZE	SHOW RATE	9-SHOW RATE
Back Cover (8.5"W X 11"H)	\$1,075	\$6,495
Inside Cover (8.5"W X 11"H)	\$935	\$5,695
Full Page (8.5"W X 11"H)	\$850	\$4,795
Half Page Horizontal (7.5" X 4.875")	\$550	\$2,995
Half Page Vertical (3.625" X 10")	\$550	\$2,995
Quarter Page (3.625" X 4.875")	\$390	\$1,995

**THE DALLAS
THEATER
CENTER**

BASS PERFORMANCE HALL

BASS PERFORMANCE HALL REACHES
AN AUDIENCE OF MORE THAN

305,000

BROADWAY AT THE BASS

100,000

fans attend 6-8 different shows
with multiple performances

TEXAS BALLET THEATRE

75,000



fans attend approximately 8 shows

BNSF POPULAR ENTERTAINMENT SERIES

45,000

fans attend more than 20 performances

FORT WORTH SYMPHONY ORCHESTRA

85,000

fans attend more than 25 shows per season

OPPORTUNITIES

PRODUCTION	SHOW DATES	# OF PLAYBILLS
Broadway At The Bass	Aug. 2018 - Aug. 2019	100,000
Fort Worth Symphony Opera	Aug. 2018 - May 2019	85,000
Texas Ballet Theatre	Sep. 2018 - May 2019	75,000
Popular Entertainment Series	Aug. 2018 - Aug. 2019	45,000
Bass Hall Combined Package		305,000

BROADWAY AT THE BASS

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Love Never Dies, The Phantom Returns	July 18, 2018	Aug. 7 - Aug. 12
School Of Rock	August 13, 2018	Aug. 28 - Sep. 2
The Illusionists	September 27, 2018	Oct. 19 - Oct. 20
Cinderella	October 24, 2018	Nov. 15 - Nov. 18
The Book Of Mormon	January 3, 2019	Jan. 22 - Jan 27.
Jersey Boys	January 22, 2019	Feb. 12 - Feb. 17
On Your Feet	March 26, 2019	April 10 - April 14
Anastasia	May 6, 2019	May 28 - June 2
Les Miserables	June 3, 2019	June 25 - June 30
A Bronx Tale	July 1, 2019	July 23 - July 28
Fiddler On The Roof	July 29, 2019	Aug. 20 - Aug. 25

FORT WORTH SYMPHONY AT BASS HALL

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Lenny at 100: Bernstein Centennial Festival	August 7, 2018	Book 1: Aug. 24 - Aug. 26
Superhero / Tchaikovsky Extravaganza/ Ben Folds	August 21, 2018	Book 2: Sep. 7 - Sep. 22
La Mer / Neal Diamond Tribute / Daphnis et Chloe	September 18, 2018	Book 3: Oct 5. - Oct. 28
Time for Three / Music of Harry Potter / Appalachian Spring / Home for the Holidays	October 16, 2018	Book 4: Nov. 2 - Nov. 25
Handel's Messiah / Home Alone / NYE-My Sinatra	November 16, 2018	Book 5: Dec. 3 - Dec. 31
Hanson / Also Sprach Zarathustra / Ragtime, Blues, All That Jazz	December 14, 2018	Book 6: Jan. 5 - Jan. 20
Brahms & Bruch / Jurassic Parts / Sibelius	January 21, 2019	Book 7: Feb. 1 - Feb. 24
Mariachi Los Camperos / Spano Conducts Mahler / Jurassic Park	February 15, 2019	Book 8: March 8 - March 24
Switch Percussion / Shostakovich	March 15, 2019	Book 9: April 5 - May 19

TEXAS BALLET THEATRE AT BASS HALL

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Cleopatra	September 6, 2018	Sep. 28 - Sep. 30
The Nutcracker	November 15, 2018	Dec. 7 - Dec. 24
In The Middle, Somewhat Elevated -Ghost Dnc.	February 7, 2019	March 1 - March 3
Four Last Songs	March 7, 2019	March 29 - March 31
Pinocchio	May 2, 2019	May 24 - May 26

COSTS

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



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.

2018-2019 SEASON | 5 PRODUCTIONS | 100 PERFORMANCES | APPROXIMATE DISTRIBUTION: 12,500

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Stage Kiss	July 25, 2018	Aug. 16 - Sep. 15
Men on Boats	September 26, 2018	Oct. 18 - Nov. 17
Our Town	January 9, 2019	Jan. 31 - March 9
Office Hour	March 27, 2019	April 18 - May 11
Sweeney Todd	May 15, 2019	June 6 - July 13

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.

2018-2019 SEASON | 6 PRODUCTIONS | 130 PERFORMANCES | APPROXIMATE DISTRIBUTION: 18,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Nina Simone: Four Women	September 6, 2018	Sep. 28 - Oct. 28
The First Noel	October 31, 2018	Nov. 23 - Dec. 23
Obama-ology	January 3, 2019	Jan. 25 - Feb. 24
Bubbling Brown Sugar	February 21, 2019	March 22 - April 28
Split Second	May 2, 2019	May 24 - June 23
The Five Heartbeats	July 3, 2019	July 26 - Aug. 25

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 THEATRE

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.

2018-2019 SEASON | 8 PRODUCTIONS | 168 PERFORMANCES | APPROXIMATE DISTRIBUTION: 25,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
A Doll's House	October 3, 2018	Oct. 25 - Nov. 11
Jacob Marley's Christmas Carol	November 14, 2018	Dec. 6 - Dec. 23
Everybody	December 5, 2018	Dec. 27 - Jan. 27
Are You Now or Have You Ever Been	January 23, 2019	Feb. 14 - March 10
The Father	March 13, 2019	April 4 - April 27
Holmes & Watson	May 5, 2019	May 30 - June 30
Lungs	July 3, 2019	July 25 - Aug. 18
First Date	August 21, 2019	Sep. 12 - Oct. 13

AD SIZE	SHOW RATE	8-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.

2018-2019 SEASON | 4 PRODUCTIONS | 68 PERFORMANCES | APPROXIMATE DISTRIBUTION: 5,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Artist Descending a Staircase	September 11, 2018	Oct. 3 - Oct. 28
Production #2	January 2019	Feb. - March
Production #3	April 2019	April - May
Production #4	June 2019	July - Aug.

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.

2018-2019 SEASON | 9 PRODUCTIONS | 113 PERFORMANCES | APPROXIMATE DISTRIBUTION: 22,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
9 to 5: The Musical	August 23, 2018	Sep. 14 - Oct. 7
Adventures of Nate the Great	September 27, 2018	Oct. 19 - Oct. 28
The Magical City of OZ	October 17, 2018	Nov. 8 - Nov. 18
Miracle on 34 th Street	November 14, 2018	Dec. 7 - Dec. 22
Dead Man's Cell Phone	December 27, 2018	Jan. 18 - Feb. 3
Junie B. Jones: The Musical Jr.	January 31, 2019	Feb. 22 - March 10
A Few Good Men	March 13, 2019	March 29 - April 14
They're Playing Our Song	April 11, 2019	May 3 - May 26
Brighton Beach Memoirs	July 18, 2019	Aug. 9 - Aug. 31

AD SIZE	SHOW RATE	9-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.

2018-2019 SEASON | 6 PRODUCTIONS | 60 PERFORMANCES | APPROXIMATE DISTRIBUTION: 12,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
She Loves Me	September 6, 2018	Sep. 28 - Oct. 22
The Game's Afoot	November 7, 2018	Nov. 30 - Dec. 17
Fly By Night	January 3, 2019	Jan. 25 - Feb. 18
The Dixie Swim Club	February 28, 2019	March 22 - April 8
A Few Good Men	May 9, 2019	May 31 - June 17
Suite Surrender	July 3, 2019	July 26 - Aug. 12

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

2018-2019 SEASON | 5 PRODUCTIONS | 49 PERFORMANCES | APPROXIMATE DISTRIBUTION: 5,500

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
The Champion	September 19, 2018	Oct. 11 - Oct. 28
Black Nativity	November 14, 2018	Dec. 6 - Dec. 23
La Llorana	January 16, 2019	Feb. 7 - Feb. 24
Down For The #Count (One Act Play Festival)	February 27, 2019	March 21 - April 7
The Real James Bond was Dominican	April 24, 2019	May 17 - May 19

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

Concerts in the Garden

Lone Star Film Festival

Fringe Fest

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.

2019 CONCERT | 17 PERFORMANCES | APPROXIMATE DISTRIBUTION: 40,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
2019 FWSO Concerts In The Garden	May 9, 2019	May 31 - July 4

AD SIZE	RATES
Back Cover (8.5"W X 11"H)	\$4,295
Inside Front Cover (8.5"W X 11"H)	\$3,695
Inside Back Cover (8.5"W X 11"H)	\$3,295
Full Page (8.5"W X 11"H)	\$2,895
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.

2018 FESTIVAL | APPROXIMATE DISTRIBUTION: 3,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
2018 Lone Star Film Festival	October 15, 2018	Nov. 7 - Nov. 11

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.

2018 FESTIVAL | APPROXIMATE DISTRIBUTION: 1,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
2018 Fringe Festival	August 14, 2018	Sep. 7 - Sep. 9

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 School of Theatre

TCU School of Music

TCU School of Dance

UTA Department of Theatre Arts

Theatre Wesleyan

All Saints' Theatre

TCU COLLEGE OF FINE ARTS

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.

TCU SCHOOL OF THEATRE

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
The Playwright	August 17, 2018	Sep. 9
Bare: A Rock Opera	September 3, 2018	Sep. 25 - Sep. 30
The Interminable Life of Perennial	September 26, 2018	Oct. 18 - Oct. 21
Pericles	October 22, 2018	Nov. 11 - Nov. 17
Songs by Kurt Weill	January 4, 2019	Jan. 27
The Diviners	February 4, 2019	Feb. 26 - March 3
42 nd Street	April 2, 2019	April 24 - April 28

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.

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Festival of the American Song	September 7, 2018	Sep. 30 - Oct. 1
TCU Opera	January 10, 2019	Feb. 1 - Feb. 3
TCU Opera	February 7, 2019	March. 1 - March 3
TCU Jazz Festival	February 28, 2019	March. 22 - March 23

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.

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Dance TCU Fall Concert	October 10, 2018	Nov. 1 - Nov. 4
Dance TCU Spring Concert	March 6, 2019	March 28 - March 31

TCU COMBINED FINE ARTS PACKAGE

2018-2019 SEASON | 47 PRODUCTIONS | 72 PERFORMANCES | APPROXIMATE DISTRIBUTION: 22,500

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



COLLEGE of
FINE ARTS
Department of Theatre



COLLEGE of
FINE ARTS
*School for Classical &
Contemporary Dance*



COLLEGE of
FINE ARTS
School of Music

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.

2018-2019 SEASON | 7 PRODUCTIONS | 35 PERFORMANCES | APPROXIMATE DISTRIBUTION: 8,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
The Clean House	September 18, 2018	Oct. 10 - Oct. 14
Eurydice and Princess Mia	October 9, 2018	Oct. 31 - Nov. 3
Company	October 23, 2018	Nov. 14 - Nov. 18
Maverick Dance Company Fall Concert	November 13, 2018	Dec. 7 - Dec. 9
The Music Man	February 5, 2019	Feb. 27 - March 3
Mav Plays	March 19, 2019	April 10 - April 18
Maverick Dance Company Spring Concert	April 11, 2019	May 3 - May 5

AD SIZE	SHOW RATE	7-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.

2018-2019 SEASON | 4 PRODUCTIONS | 12 PERFORMANCES | APPROXIMATE DISTRIBUTION: 10,000

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Tartuffe	August 29, 2018	Sep. 20 - Sep. 23
The Hostage	October 10, 2018	Nov. 1 - Nov. 4
Smokefall	January 23, 2019	Feb. 14 - Feb. 17
65 th Annual Spring Musical - Avenue Q	April 3, 2019	April 25 - April 28

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.

2018-2019 SEASON | 10 PRODUCTIONS | 8 PERFORMANCES | APPROXIMATE DISTRIBUTION: 2,700

PRODUCTION	ARTWORK DEADLINE	SHOW DATES
Weird Sisters (Upper School)	October 17, 2018	Nov. 8 - Nov. 10
Into the Woods (Upper School)	January 30, 2019	Feb. 21 - Feb. 23
Guys & Dolls Jr (Middle School)	April 3, 2019	April 25 - April 27

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)



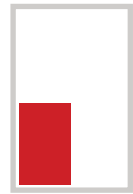
Half Page Horizontal
(5" X 3.875")



Half Page Vertical
(2.5" X 8")



Quarter Page Horizontal
(5" X 1.875")



Quarter Page Vertical
(2.5" X 3.875")

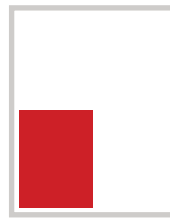
DALLAS THEATER CENTER / FWSO CONCERTS IN THE GARDEN FULL SIZE PROGRAM (8.5" X 11")



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)



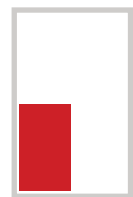
Half Page Horizontal
(3.5" X 4.25")



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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PLAYBILLS