

ON STAGE

The Official Playbill of Broadway Grand Rapids

BROADWAY GRAND RAPIDS

Broadway Grand Rapids is an independent, non-profit organization (501c3) bringing professional touring Broadway shows from New York to West Michigan audiences. For the 2009-2010 season, Broadway Grand Rapids will bring four Broadway tours to DeVos Performance Hall (8 performances each). That means that by placing an ad in our playbill, **ON STAGE**, you will be advertising at **32 performances in a single season!**

A customized issue of **ON STAGE**, the official playbill of Broadway Grand Rapids, is published for each of our exciting Broadway shows. You can update and/or change your ad in each playbill.

Advertising helps pay for the playbill printing, and show costs, keeping ticket prices affordable to average incomes. **Ticket prices cover only 55% of the costs** to bring the shows to Grand Rapids. As an advertiser, it demonstrates your commitment to the arts that enhance the quality of life in West Michigan.

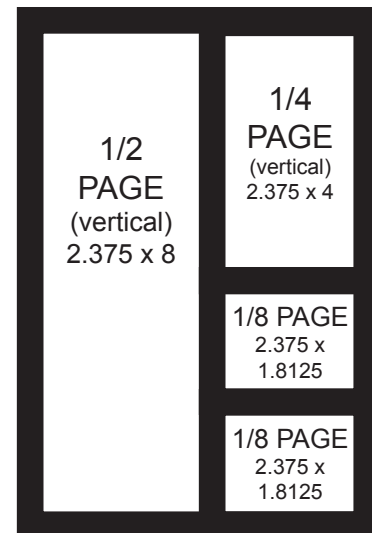
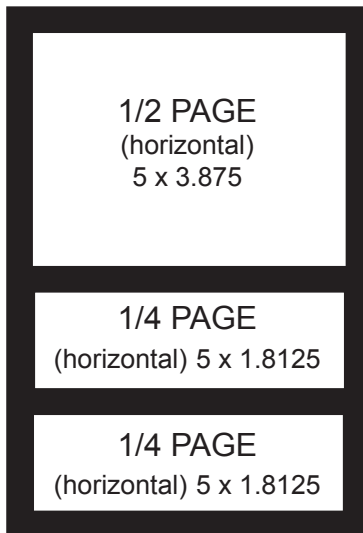
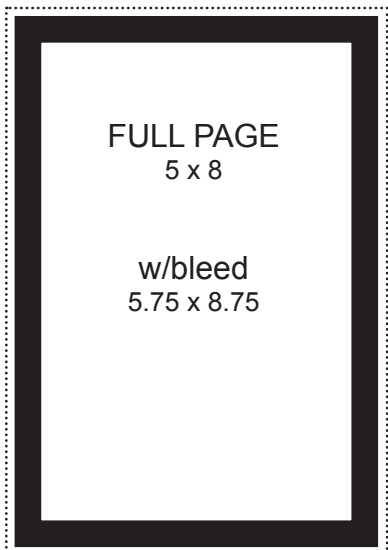
DEMOGRAPHICS

Reach more than **60,000 patrons** by advertising in the Broadway Grand Rapids Playbill, **ON STAGE**. Your ad captures at least **100,000 impressions** by our patrons who will view your ad more than once and are likely to take home the playbill after a performance.

BGR Ticket Buyers: Broadway Grand Rapids patrons are well-educated and in upper-income brackets. Recent survey information by the League of American Theatres and Producers about BGR ticket buyers, indicate these demographics:

- 35 to 74 years old
- 65% female; 35% male
- 90% attended college
- 41% attended graduate school, medical school, law school
- \$75,000+ annual household income
- patronize the performing arts and museums
- travel, yet seldom to New York City
- participate in leisure activities, such as golf and movies
- subscribers are from 15-county area

AD SIZES



AD DEADLINES

High School Musical

ADS DUE: July 13, 2009

Show Dates: August 18-23, 2009

Ethel Merman's Broadway

ADS DUE: August 24, 2009

Show Dates: September 29-October 4, 2009

Cirque Dreams Illumination

ADS DUE: December 14, 2009

Show Dates: January 26-31, 2010

The Color Purple

ADS DUE: February 22, 2010

Show Dates: March 30-April 4, 2010

For more information on our 2009-2010 season visit www.BroadwayGrandRapids.org.

EMAIL ART:

ngram@bwaygr.org

PLAYBILL SPECS:

- 5.875" x 8.875" finished booklet
- printed on 70# glossy white paper
- between 48 and 68 pages
- 1/8" (.125") bleed
- photos: 300 dpi
- digital files recommended
- include fonts and images
- prefer ads as PDF files
- PDF files: embed fonts and compress/save all images/graphics as high resolution (300dpi)
- additional fee for ad creation

ATTENTION RESTAURANTS:

Receive a **FREE** listing on our restaurant page at broadwaygrandrapids.org by advertising in ON STAGE. Spotlight ads are available for as low as \$500 per year. Visit broadwaygrandrapids.org and click on restaurants for more information.

