

Playbill Advertising | 2021/22

15TH
ANNIVERSARY
SEASON

CONTACT:

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Marketing Manager
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812.336.7110

Advertising Benefits & Audience Report

Benefits to advertising with Cardinal Stage

HIGH VISIBILITY

20,000+ people attend Cardinal Stage shows each season.

GREAT REPUTATION

Your business will be aligned with the quality, professionalism, and value associated with a Cardinal Stage production.

CONNECTION

Your business will be part of Bloomington's thriving arts community.

NEW & LOYAL CUSTOMERS

Our patrons are devoted to supporting local businesses.

Number of Shows:
4 Mainstage & 1 Family
Holiday Musical

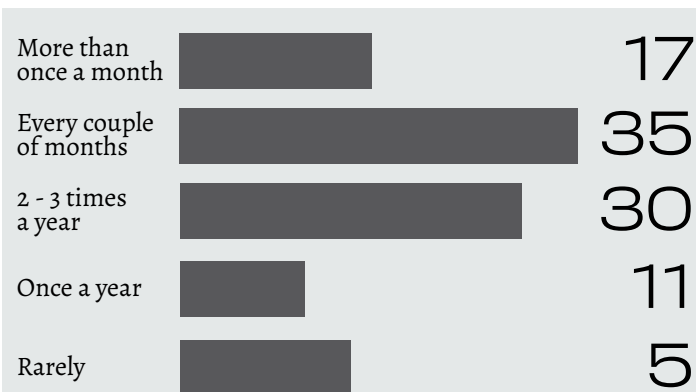
5

**Total estimated
attendance:**

17,500

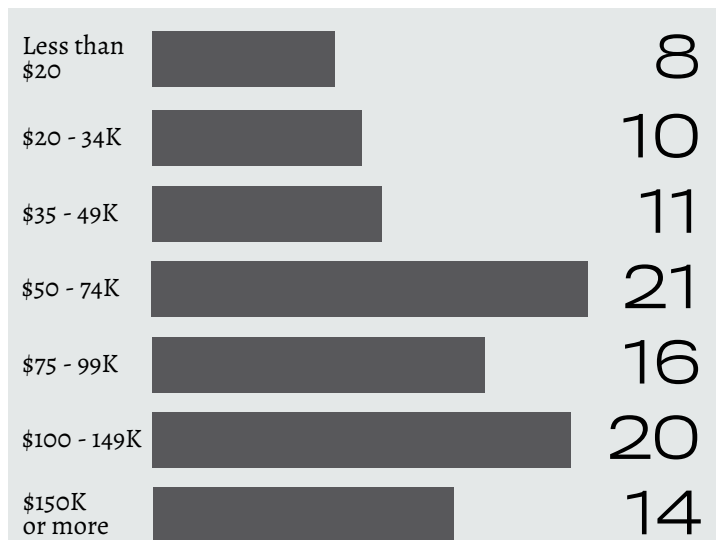
Theatre Attendance

%



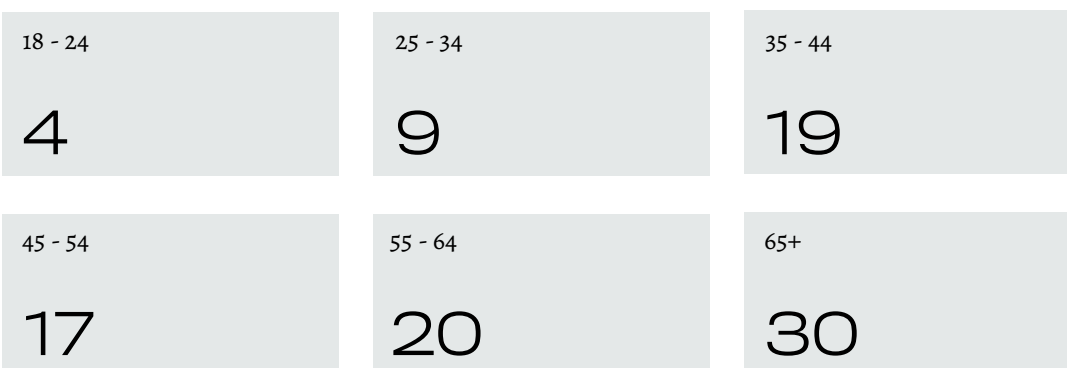
Annual Household Income

%



Age

%



Cardinal Stage 2021/2022 Season*

Family Holiday Musical

A YEAR WITH FROG & TOAD | DEC 2021

Book and Lyrics by Willie Reale and Music by Robert Reale

To celebrate our 15th Anniversary, the return of a beloved Bloomington classic at the Buskirk-Chumley Theater

Appropriate for all ages

Mainstage Series

CARDINAL OUTDOORS featuring Bloomington favorite Diane Kondrat

EVERY BRILLIANT THING | SEPT 2021

By Duncan Macmillan, with Jonny Donahoe.

A moving and funny play about everything that's worth living for.

"EVERY BRILLIANT THING finds a perfect balance between conveying the struggles of life, and celebrating all that is sweet in it."

—*The Independent (London)*.

Appropriate for all ages 13 and up

A FASCINATING PORTRAIT

THE MOUNTAINTOP | JAN/FEB 2022

By Katori Hall

A gripping reimagination of events the night before the assassination of the civil rights leader Dr. Martin Luther King, Jr.

Appropriate for mature audiences

A CONTEMPORARY DRAMA

ADA AND THE ENGINE | MAR/APR 2022

By Lauren Gunderson

The inspiring story of Ada Byron Lovelace, the brilliant female mathematician recognized as the first computer programmer.

Appropriate for ages 13 and up

SUMMER ROCK MUSICAL

HEDWIG & THE ANGRY INCH | JUNE 2022

Music and lyrics by Stephen Trask | Book by John Cameron Mitchell

The modern classic Off-Broadway smash rock musical delights Bloomington audiences for the first time!

Appropriate for mature audiences

**All shows subject to change*

Playbill Advertising

SIZING

All sizes subject to change.

FULL PAGE

7.5" wide x 10" high (45p x 60p)

HALF PAGE

7.5" wide x 4.94" high (45p x 29.65p)

QUARTER PAGE

3.69" wide x 4.94" high (22.14p x 29.65p)

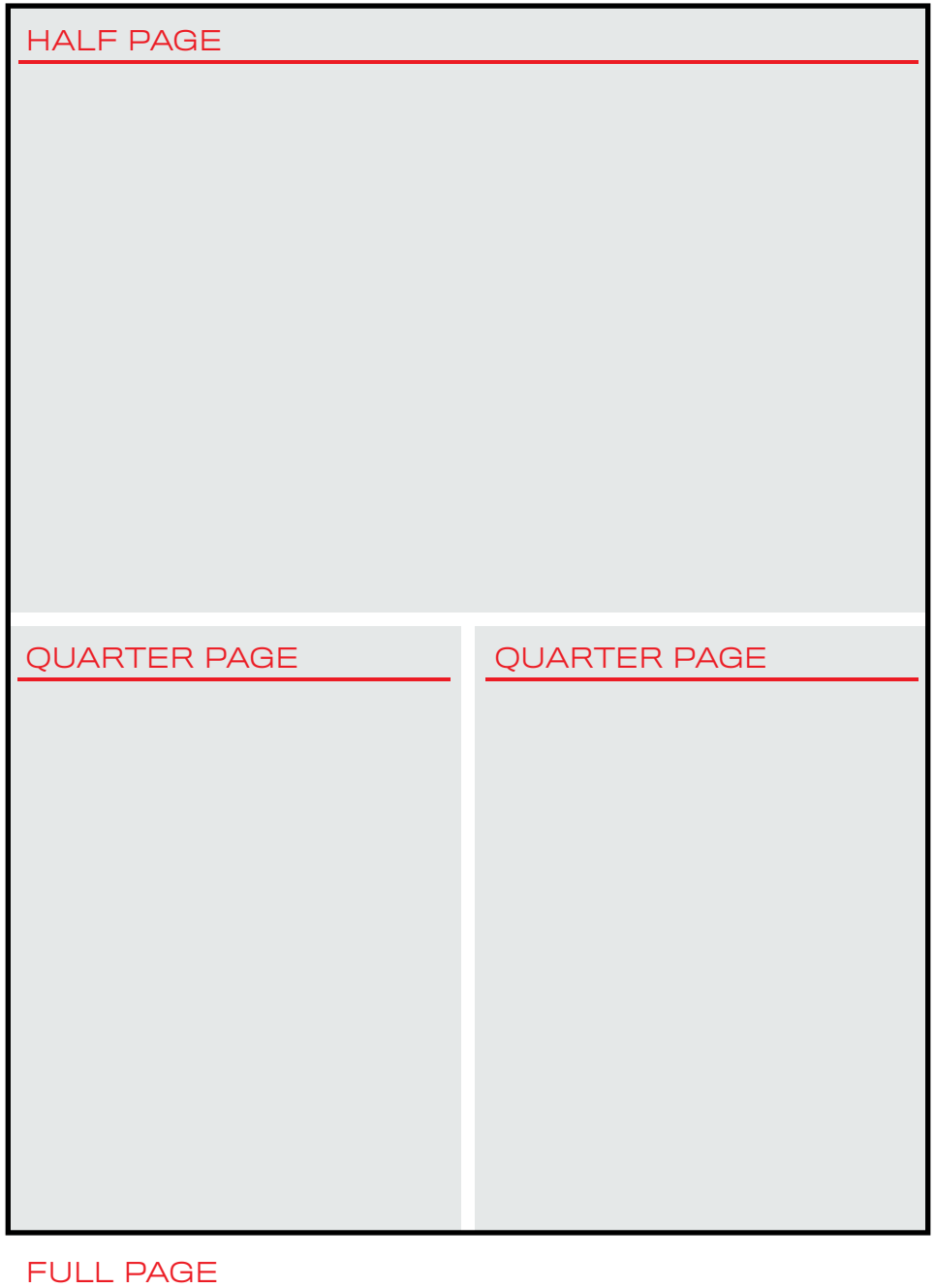
SPECIALTY PLACEMENTS

INSIDE FRONT COVER

8.5" wide x 11" high (51p x 66p)
with .25" bleed on all sides

INSIDE BACK COVER

8.5" wide x 11" high (51p x 66p)
with .25" bleed on all sides



Playbill & Ad Examples

COVER

Book/irk-Chumley Theater THE CARDINAL STAGE December 15 - 19, 2019

PRODUCTION OF

Disney NEWSIES
THE BROADWAY MUSICAL

MUSIC BY ALAN MENKEN LYRICS BY JACK FELDMAN BOOK BY HARVEY FIERSTEIN

Based on the Disney Film written by Bob Tzudiker and Noni White

Originally produced on Broadway by Disney Theatrical Productions

ORCHESTRATIONS BY DANNY TROOB
INCIDENTAL MUSIC & VOCAL ARRANGEMENTS BY MICHAEL KOSARIN
DANCE ARRANGEMENTS BY MARK HUMMEL

LEAD SEASON SPONSOR
CINCINNATI SPINOFFS
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The Herald-Examiner
MAINSTAGE SEASON SPONSOR
ORC WOLF Catering
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SPRINGHILL SUITES MARSHYTT
MEDIA SPONSOR
Bloom MAGAZINE
SEASON CREATIVE SPONSOR
BLUELINE
SEASON PARTNER SPONSOR
B97
TITLE SPONSOR
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SEASON PRODUCERS
The Cameron Family
TITLE PRODUCERS
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Hal & Sandy Sabbagh
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COOK MEDICAL
German American
Riley Trucking
FRANCIS CASE BOOKERY
LOREN WOOD
HOME 2

INSIDE FRONT OR BACK COVER

Slotegraaf Niehoff PC proudly supports Newsies and the local arts!

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www.snlawoffice.com

Slotegraaf Niehoff PC
LEGAL COUNSEL

FULL PAGE

BLOOMINGTON GIFTS | LOCALLY MADE TREATS | UNIQUE SOUVENIRS

2855 N. WALNUT STREET

INSIDE THE BLOOMINGTON VISITORS CENTER | BTOWNSTORE.COM

FULL PAGE

B97
Today's Best Music!

[@BloomingtonB97](https://www.instagram.com/BloomingtonB97) [@BloomingtonB97](https://www.facebook.com/BloomingtonB97)

Listen at 96.7FM, online at wbub.com, or download the TuneIn App

How to Advertise

2021-2022 SEASON

Playbill Ad Pricing

All advertising is printed in full color

| SIZE AND DIMENSION | QUARTER PAGE 3.69" W x 4.94" H | HALF PAGE 7.5" W x 4.94" H | FULL PAGE 7.5" W x 10" H | *Specialty Placements* INSIDE FRONT OR BACK COVER 8.5" W x 11" H |
|---|-----------------------------------|-------------------------------|-----------------------------|--|
| 5 SHOW PACKAGE <i>All 21/22 Season Shows with a 15% off discount</i> | \$ 900 | 1,500 | 2,250 | 3,000 |
| INDIVIDUAL MAINSTAGE SHOW <i>Every Brilliant Thing, The Mountaintop Ada and the Engine, Hedwig & the Angry Inch</i> | \$ 200 | 350 | 500 | N/A |
| FAMILY HOLIDAY SHOW <i>A Year with Frog and Toad</i> | \$ 250 | 400 | 650 | N/A |

Advertisement Order Information

TO COMPLETE ORDER

Five Show Packages can be ordered online through the Cardinal Stage Box Office at cardinalstage.org/playbill

If you would rather pay with a check via mail or are interested in Individual Show Advertising, please contact Cassie Hakken (cassie@cardinalstage.org).

CONTACT

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AD ARTWORK DEADLINES

Every Brilliant Thing: August 13, 2021

A Year with Frog and Toad: November 22, 2021

The Mountaintop: December 15, 2021

Ada and the Engine: February 7, 2022

Hedwig & the Angry Inch: May 9, 2022

TO SUBMIT ARTWORK

Email in pdf format (300dpi) to emily@cardinalstage.org

No bounding rule (border) around the advertisement.

For Specialty Placements, add .25" bleed to all sides.

SHOW CANCELLATION POLICY

In the event of cancellation, a refund will be issued for that production's advertisement.