CONTACT:
Cassie Hakken
Marketing Manager
cassie@cardinalstage.org
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.

<table>
<thead>
<tr>
<th>Theatre Attendance</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than once a month</td>
<td>17</td>
</tr>
<tr>
<td>Every couple of months</td>
<td>35</td>
</tr>
<tr>
<td>2 - 3 times a year</td>
<td>30</td>
</tr>
<tr>
<td>Once a year</td>
<td>11</td>
</tr>
<tr>
<td>Rarely</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>4</td>
</tr>
<tr>
<td>25 - 34</td>
<td>9</td>
</tr>
<tr>
<td>35 - 44</td>
<td>19</td>
</tr>
<tr>
<td>45 - 54</td>
<td>17</td>
</tr>
<tr>
<td>55 - 64</td>
<td>20</td>
</tr>
<tr>
<td>65+</td>
<td>30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual Household Income</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20</td>
<td>8</td>
</tr>
<tr>
<td>$20 - $34K</td>
<td>10</td>
</tr>
<tr>
<td>$35 - $49K</td>
<td>11</td>
</tr>
<tr>
<td>$50 - $74K</td>
<td>21</td>
</tr>
<tr>
<td>$75 - $99K</td>
<td>16</td>
</tr>
<tr>
<td>$100 - $149K</td>
<td>20</td>
</tr>
<tr>
<td>$150K or more</td>
<td>14</td>
</tr>
</tbody>
</table>

Number of Shows:
4 Mainstage & 1 Family Holiday Musical

5

Total estimated attendance:
17,500
Cardinal Stage 2021/2022 Season*

Mainstage Series

**CARDINAL OUTDOORS featuring Bloomington favorite Diane Kondrat**

**EVERY BRILLIANT THING | SEPT 5 - 12, 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 | MARCH 3 – 20, 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 31 – APR 16, 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 9 – 26, 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

Family Holiday Musical

**A YEAR WITH FROG & TOAD | DEC 21 – JAN 2, 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

*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 BACK COVER
8.5" wide x 11" high (51p x 66p)
with .25" bleed on all sides
Playbill & Ad Examples

COVER

THE CARDINAL STAGE

PRODUCTION OF

NEWSIES

THE BROADWAY MUSICAL

Music by Alan Menken
Lyrics by Jack Feldman
Book by Harvey Fierstein

Based on the Disney film written by Bob Thomas and Ned Whedon

Originally produced on Broadway by Disney Theatrical Productions

Orchestrations by Danny Troich
Orchestral Music & Vocal Arrangements by Michael Kosarin
Guitar Arrangements by Mark Hummel

INSIDE FRONT OR BACK COVER

Slotegraaf Niehoff PC
proudly supports Newsies
and the local arts!

200 East Third Street
(812) 332-6000
www.snlawoffice.com

FULL PAGE

Bloomi

BLOOMINGTON GIFTS | LOCALLY MADE, TASTEFUL, UNIQUE SOUVENIRS
2855 N. WALNUT STREET
INSIDE THE BLOOMINGTON VISITORS CENTER | STOWNSTORE.COM

FULL PAGE

B97

Today's Best Music!
How to Advertise

2021-2022 SEASON

Playbill Ad Pricing

<table>
<thead>
<tr>
<th>SIZE AND DIMENSION</th>
<th>QUARTER PAGE 3.69&quot; W x 4.94&quot; H</th>
<th>HALF PAGE 7.5&quot; W x 4.94&quot; H</th>
<th>FULL PAGE 7.5&quot; W x 10&quot; H</th>
<th>BACK COVER 8.5&quot; W x 11&quot; H</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 SHOW PACKAGE</td>
<td>$ 500</td>
<td>$ 890</td>
<td>$ 1,275</td>
<td>$ 2,295</td>
</tr>
<tr>
<td>Remaining 21/22 Season Shows with a 15% off discount</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INDIVIDUAL MAINSTAGE SHOW</td>
<td>$ 200</td>
<td>$ 350</td>
<td>$ 500</td>
<td>$ 900</td>
</tr>
<tr>
<td>The Mountaintop, Ada and the Engine, Hedwig &amp; the Angry Inch</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

"Specialty Placement"

Advertisement Order Information

TO COMPLETE ORDER
Email Cassie Hakken (cassie@cardinalstage.org) to place your order. Payment can be issued via credit card over the phone or check via mail.

CONTACT
Cassie Hakken
Marketing Manager
cassie@cardinalstage.org
812.336.7110

AD ARTWORK DEADLINES
The Mountaintop: January 31, 2022
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.