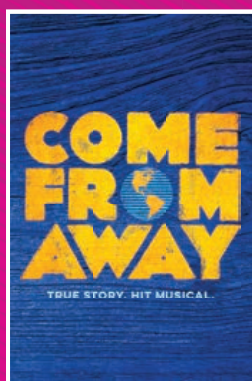


2024
2025 SEASON

SEASON PROGRAM ADVERTISING KIT



OCT 29–NOV 3, 2024



NOV 22–24, 2024



DEC 17–22, 2024



MARCH 18–23, 2025



APR 22–27, 2025



JUL 8–20, 2025



JUL 29–AUG 3, 2025

BROADWAY★SAN JOSE

A NEDERLANDER PRESENTATION

WHY ADVERTISE WITH BROADWAY SAN JOSE

Broadway San Jose will entertain over 220,000 patrons from all over the Bay Area - Santa Cruz to Livermore, Monterey to San Francisco. Our patrons are the people most likely to dine at restaurants and go to concerts.

Theatre programs are collectable and of great interest to theater buffs. Our patrons are a captive audience who spend their time thumbing through the program before and after the show inspecting actor bios and of course, reading your ads.

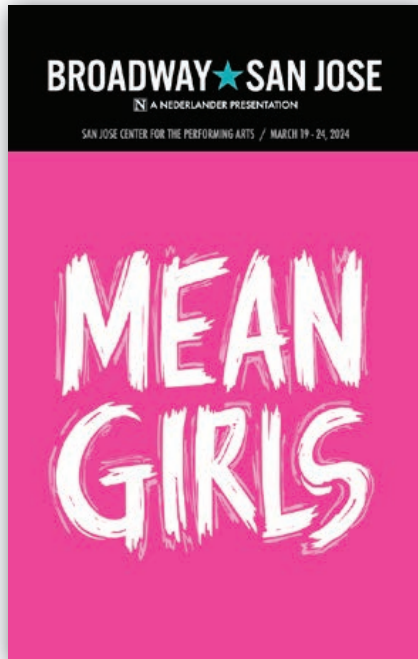
All of our productions are held at San Jose’s beautiful Center for the Performing Arts in Downtown San Jose, and our upcoming line-up includes several blockbusters, time-honored classics, as well as family favorites.

Businesses can use Broadway San Jose’s program advertising to create a presence in the South Bay community, support Downtown San Jose and the arts, all while enjoying the very real benefit of reaching a desirable demographic.

PROGRAM ADVERTISING RATES

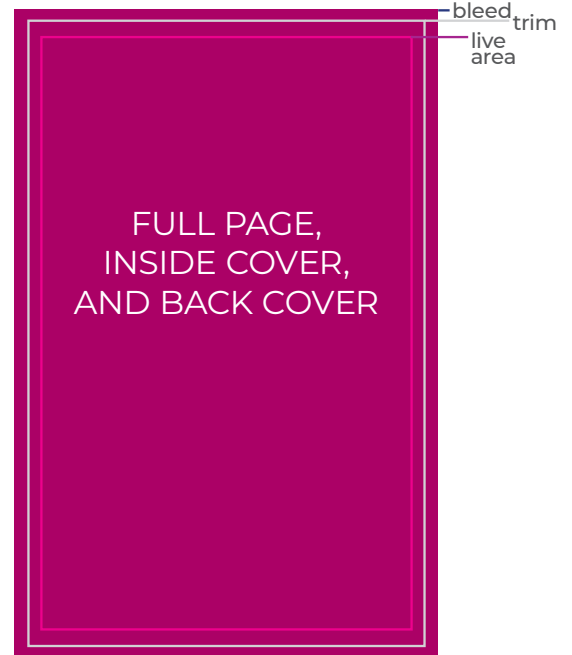
| | RUN DATES | ESTIMATED ATTENDANCE | BACK COVER | INSIDE COVER | FULL PAGE | HALF PAGE | QUARTER PAGE |
|---|--------------------------------|----------------------|------------|--------------|-----------|-----------|--------------|
| CLUE A new play based on the cult 1985 Paramount movie and inspired by the classic Hasbro board game. | OCT 29 - NOV 3 2024 8 SHOWS | 20,000 | \$2600 | \$1800 | \$1600 | \$800 | \$500 |
| COME FROM AWAY This stirring and inspiring musical takes you into the heart of the remarkable true story of the small town in Newfoundland that opened their homes to 7,000 stranded travelers on 9/11. | NOV 22 - 24 2024 5 SHOWS | 12,500 | \$2000 | \$1200 | \$1000 | \$500 | \$300 |
| SHREK Fall in love all OGRE again! This Tony Award®-winning musical brings all the beloved characters from the Oscar®-winning DreamWorks animated film to life. | DEC 17 - 22 2024 8 SHOWS | 20,000 | \$2600 | \$1800 | \$1600 | \$800 | \$500 |
| THE CHER SHOW Superstars come and go. Cher is forever. THE CHER SHOW is the Tony Award®-winning musical of her story. | MAR 18 - 23 2025 8 SHOWS | 20,000 | \$2600 | \$1800 | \$1600 | \$800 | \$500 |
| SIX From Tudor Queens to Pop Icons, the SIX wives of Henry VIII take the microphone to remix five hundred years of historical heartbreak into a Euphoric Celebration of 21st century | APR 22 - 27 2025 8 SHOWS | 20,000 | \$2600 | \$1800 | \$1600 | \$800 | \$500 |
| MOULIN ROUGE! Baz Luhrmann's revolutionary film comes to life onstage, remixed in a new musical mash-up extravaganza. | JUL 8 - 20 2025 16 SHOWS | 40,000 | \$5200 | \$3600 | \$3200 | \$1600 | \$1000 |
| MJ THE MUSICAL The smash-hit musical about the King of Pop, Michael Jackson. | JUL 29 - AUG 3 2025 8 SHOWS | 20,000 | \$2600 | \$1800 | \$1600 | \$800 | \$500 |

PROGRAM ADVERTISING PRODUCTION SPECS



THE PROGRAM

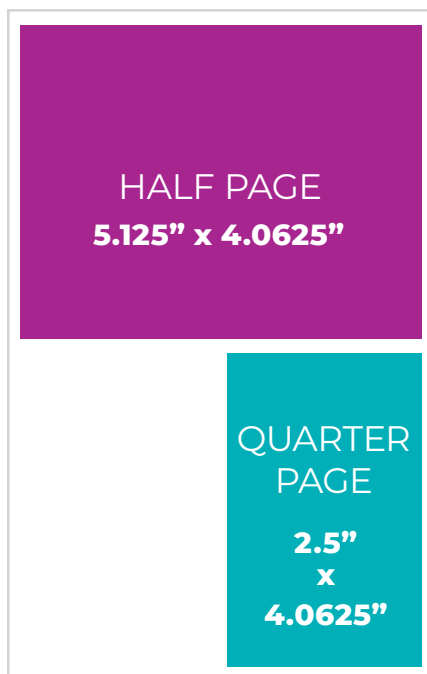
Trim size is **5.375" x 8.5"**



Trim size is **5.375" x 8.5"**

Bleed: Add **.125"** on all four sides

Live area (type should fit within):
5.125" x 8.25"



FILE FORMATS

300 DPI

JPEG, EPS or PDF

No links, no live fonts

Email tchang@broadwaysanjose.com
for additional marketing opportunities
such as eblasts, social media inclusions
and signage at the theatre.