

# SHOWTIME

THE COUNT BASIE CENTER QUARTERLY

## ADVERTISING



**Count Basie  
Center for the Arts**  
a not for profit organization

# THE BASIE AUDIENCE

The Count Basie Center community is a diverse collective of families who live throughout central New Jersey, from Princeton to Rumson, to Toms River, Warren and everywhere in between. Each year, nearly a quarter million people attend a Basie event, enjoying the theater's wide array of programming -- from rock, pop and jazz to stand-up comedy, Broadway productions, community theater and more.

The Basie audience is affluent and astute. Most Basie customers reside in key 35-64 demographic, though the theater's concentration on family and senior programming has earned accolades from the 18-34 and 65+ communities as well. Its school programs earn high marks in the education field, while the Basie Performing Arts Academy has catapulted young stars onto Broadway, television - and, in the case of onetime Basie jazz program student Charlie Puth, one of the best-selling singles of all time ("See You Again").

In 2017, *Pollstar* - the leading live events industry trade magazine - ranked the Count Basie Center for the Arts as the best-selling performing arts center in New Jersey - and the 28th-best in the world! The Basie has bested its attendance numbers every year since 2012, and in the coming years, the Basie campus expansion will double the organization's slate of programming and content.



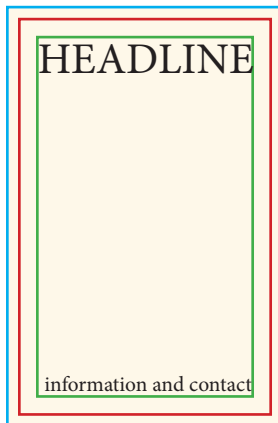
**"In 2017, *Pollstar* - the leading live events industry trade magazine - ranked the Count Basie Center for the Arts as the best-selling performing arts theater in New Jersey..."**



# AD SIZES

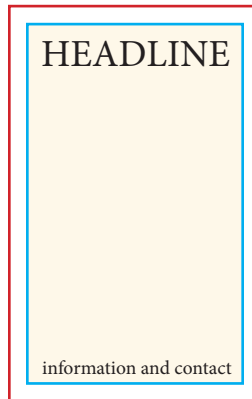


## FULL PAGE BLEED



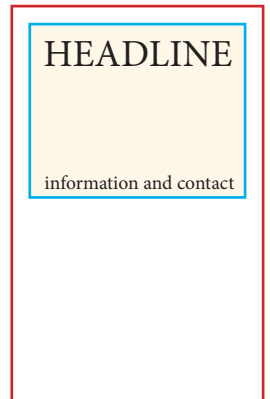
ARTWORK: 5.75" x 8.75"  
TRIM: 5.25" x 8.25"  
SAFETY: 4.5" x 7.5"

## FULL PAGE FLOATING



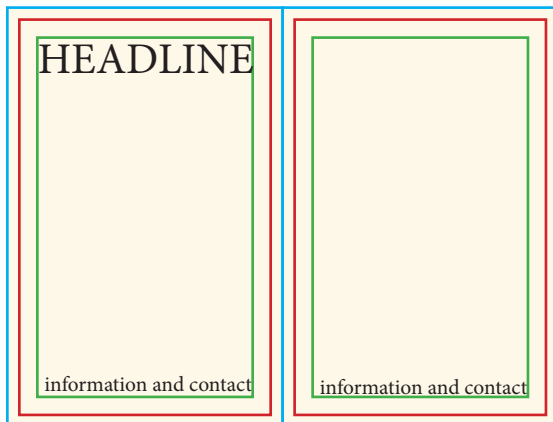
ARTWORK: 4.5" x 7.5"

## HALF PAGE FLOATING



ARTWORK: 4.5" x 3.625"

## TWO PAGE SPREAD



ARTWORK: 11" x 8.75"  
TRIM: 10.5" x 8.25"  
SAFETY: 4.5" x 7.5"

## AD SIZES:

Full Page Bleed.....5.75" x 8.75"  
Full Page Floating .....4.5" x 7.5"  
Half Page Floating.....4.5" x 3.625"  
Two Page Spread .....11" x 8.75"

## FILE FORMAT:

High-Resolution: PDF, TIFF, EPS or JPG

# SHOWTIME SPECIFICATIONS



ARTWORK: 5.75" x 8.75"

TRIM: 5.25" x 8.25"

SAFETY: 4.5" x 7.5"

## CONTACT:

kschmidt@TheBASIE.org  
732-224-8778 x 115

# PRICING

## PREMIUM PLACEMENT

Ad Placement	Coverage	Price
Back Cover	Full Year	SOLD
Centerfold Left	Full Year	SOLD
Centerfold Right	Full Year	SOLD
Front Inside Cover	Full Year	SOLD
Back Inside Cover	Full Year	SOLD
Front Opposite Inside Cover	Full Year	SOLD
Back Opposite Inside Cover	Full Year	\$7,000

Ad Size		
Full Page	Full Year	\$5,000
Full Page	Per Issue	\$3,500
Half Page	Full Year	\$3,000
Half Page	Per Issue	\$2,500

**COLOR IS FREE!**

## COMPARE THE PRICE

Single ads in daily newspapers or radio and television commercials – all of which last: 60 seconds or a day at best – cost more than an entire year of Showtime advertising.

# ADDED VALUE



- **INTERACTIVITY**

The Showtime publication is available on [TheBASIE.org](http://TheBASIE.org)

- **MEMBERSHIP**

Complimentary Count Basie Center memberships, featuring advance concert news, pre-sale opportunities, access to our members-only cocktail lounge and more.

- **BOX OFFICE REFERRALS**

Our advertisers receive preferred reference from box office personnel when asked about area services and retailers.

# SHOWTIME AGREEMENT



**Count Basie  
Center for the Arts**  
a not for profit organization

Company Name

Contact Name

Address

City

State

Zip

Phone

Email

Company Website

## Premium Placement

## Price

- |   |         |
|---|---------|
| <input type="radio"/> Back Cover                  | SOLD    |
| <input type="radio"/> Centerfold Left             | SOLD    |
| <input type="radio"/> Centerfold Right            | \$7,000 |
| <input type="radio"/> Front Inside Cover          | \$7,000 |
| <input type="radio"/> Back Inside Cover           | \$7,000 |
| <input type="radio"/> Front Opposite Inside Cover | SOLD    |
| <input type="radio"/> Back Opposite Inside Cover  | \$7,000 |

## Ad Size

## Price

- |   |         |
|---|---------|
| <input type="radio"/> Full Page Full Year | \$5,000 |
| <input type="radio"/> Full Page Per Issue | \$3,500 |
| <input type="radio"/> Half Page Full Year | \$3,000 |
| <input type="radio"/> Half Page Per Issue | \$2,500 |

## Circulation Date

## Ad Deadline

**Spring** March - May ..... February 21  
**Summer** June - August ..... May 16  
**Fall** September - November ..... August 9  
**Winter** December - February ..... October 18

Contract Start Date: \_\_\_\_\_

Number of issues: \_\_\_\_\_

## Payment

Amount Due: \_\_\_\_\_

- ☐ Check in full, payable to Count Basie Center for the Arts  
☐ Charge in full  
☐ Charge quarterly

Check One: ☐ Amex ☐ Discover ☐ Mastercard ☐ Visa

Card Number

Expiration Date/Security Number

Name on Card

Address

Signature

Completion and submission of this form with payment constitutes an agreement to place an advertisement in the *Showtime*. The Count Basie Center reserves the right to decline a submission, and is not responsible for omissions or information errors in advertiser's submission. The Count Basie Center for the Arts is a 501 (c)(3) nonprofit organization. Although advertising in *Showtime* supports the Count Basie Center, it is not tax-deductible as a contribution because advertisers receive a service of value in exchange for their payment. However, advertising may be deductible as a business expense and advertisers are advised to consult their accountant or tax professional. Renewal rates and terms are subject to change.

**SALES/CONTRACTS/AD MATERIALS:**    [kschmidt@TheBASIE.org](mailto:kschmidt@TheBASIE.org)    732-224-8778 x 115

COUNT BASIE CENTER FOR THE ARTS • 99 MONMOUTH STREET • RED BANK, NJ • 07701