

SHOWTIME

THE COUNT BASIE CENTER PROGRAM

ADVERTISING



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

THE BASIE CENTER 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 Center 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 Count Basie Center Academy of the Arts has catapulted young stars onto Broadway, television - and, in the case of onetime Basie Center 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! .

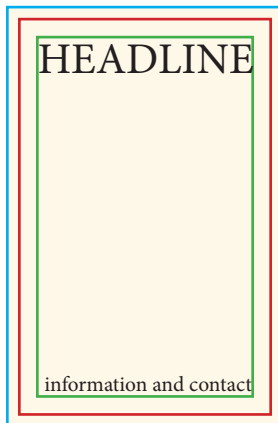


"In 2017, *Pollstar* - the leading live events industry trade magazine - ranked the Count Basie Center for the Arts as the best-selling performing arts theater in New Jersey..."

AD SIZES

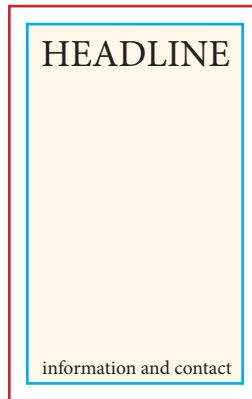


FULL PAGE BLEED



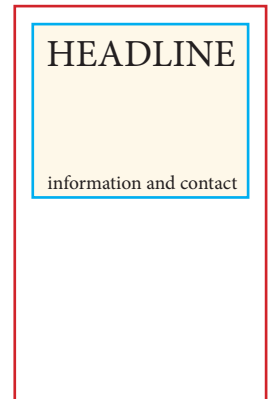
ARTWORK: 5.75" x 8.75"
TRIM: 5.25" x 8.25"
SAFETY: 4.5" x 7.5"

FULL PAGE FLOATING



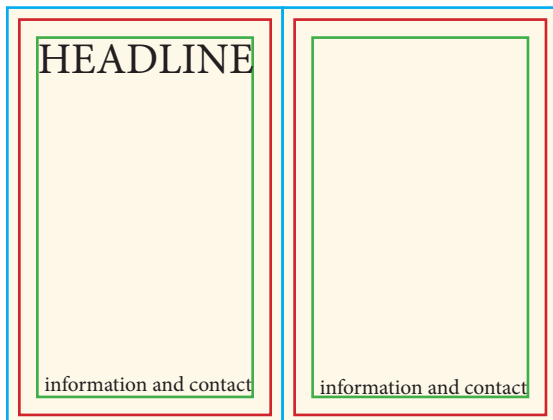
ARTWORK: 4.5" x 7.5"

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 Floating4.5" x 7.5"
Half Page Floating.....4.5" x 3.625"
Two Page Spread11" 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	\$7,000
Front Inside Cover	Full Year	SOLD
Back Inside Cover	Full Year	\$7,000
Front Opposite Inside Cover	Full Year	SOLD
Back Opposite Inside Cover	Full Year	\$7,000

Ad Size		
Full Page	Full Year	\$5,000
Half Page	Full Year	\$3,000

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

- **BENEFITS**

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

<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	SOLD
<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

<input type="radio"/> Full Page Full Year	\$5,000
<input type="radio"/> Half Page Full Year	\$3,000

Circulation Date

Ad Deadline

Fall/Winter October - March September 26
Spring/Summer April - September March 26

Contract Start Date: _____

Payment

Amount Due: _____

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

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 732-224-8778 x 115

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