Your Audience Awaits!



PROVIDENCE
PERFORMING
ARTS CENTER

Place your advertising in ***CenterStage*** *and the spotlight will shine on your business throughout our 50th Anniversary Broadway season... we invite you to join us!*

CENTERSTAGE PROGRAM BOOK
PROVIDENCE PERFORMING ARTS CENTER

2027/2028 Season

Thank you for expressing an interest in placing an advertisement in our 2027/2028 ***CenterStage Program Book.*** Attached you will find the ***CenterStage*** contract form and information regarding the procedure for submitting artwork and payments. If you have never placed an ad, please consider some of the many benefits of promoting your business in our ***CenterStage Program Book.***

- Target our primary Broadway audience in the 35 – 65 age group; PPAC draws audiences from RI, MA, and CT.
- Most of our patrons are well educated, having at least a bachelor's degree with an income range of $75K plus.
- Our patrons represent thousands of dollars of purchasing power.
- Your ad will be seen by thousands of our loyal patrons who attend multiple performances each season, and your support demonstrates your commitment to the arts in RI.
- Patrons regularly bring home their program books and share them with multiple friends and family members after their theatre-going experience.
- They will see your BROADWAY BUZZ ad on our website at no additional charge (see website sample images)
- You are demonstrating your commitment to the arts, while tapping into a market that appreciates your efforts.

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2027/2028 Season

About the Theatre

- PPAC opened on October 6, 1928; we will be celebrating our 50th Anniversary of presenting Broadway during the 2027/2028 season.
- With more than 3,000 seats and a beautifully-restored interior, the theatre has been listed as a top-ten Theatre worldwide in *Billboard Magazine*.
- This magnificent venue plays host to a wide variety of performances ranging from Broadway musicals, concerts, movies, and ballets and has repeatedly proven its importance in Rhode Island's cultural life.

About the 2027/2028 Season

Our 2027/2028 season will begin in the fall of 2027. Our new season show schedule will be announced in 2027. Visit ppacri.org for updates.

If you have any questions, contact:
Donna M. Bannon
CenterStage Advertising Sales Manager
(401) 574-3222
Email: dbannon@ppacri.org

CENTERSTAGE PROGRAM BOOK
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Sizes of ads and rates for 2027/2028 SEASON

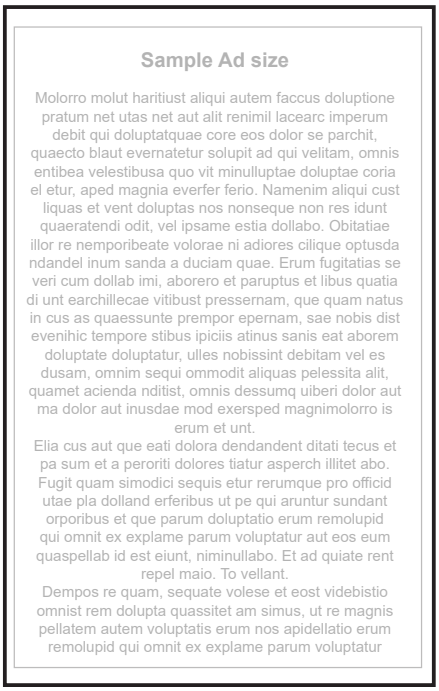
SIZE	DIMENSIONS (W X H)	COLOR
Full Page	4¾ X 7½	$9,130.00
Half Page	4 ¾ x 3 ¾ (horizontal)	$5,500.00
Half Page	2⅜ x 7½ (vertical)	$5,500.00
1/3 Page	4¾ X 2½	$4,290.00
1/4 Page	2⅜ X 3¾	$3,465.00

Premium Positions

SIZE	DIMENSIONS (W X H)	COLOR
Back Cover	4¾ X 7½	$14,300.00
Opposite Program Page	4¾ X 7½	$11,550.00
Opposite Back Program Page	4¾ X 7½	$10,780.00
Inside Front Cover	4¾ X 7½	$11,550.00
Inside Back Cover	4¾ X 7½	$10,780.00
President's Page (One Third Size)	4¾ X 2½	$10,780.00

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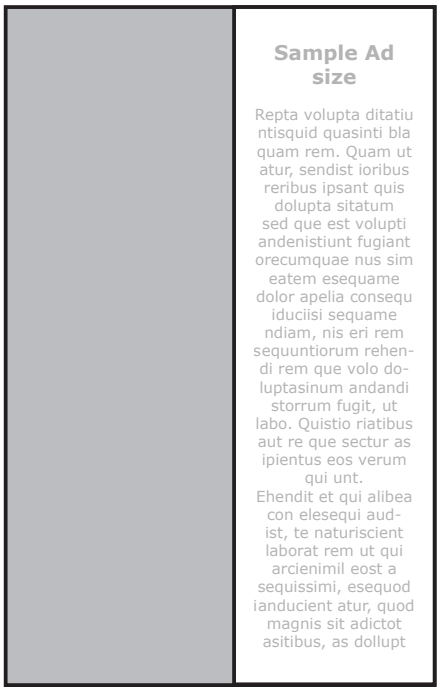
Sizing Samples
(not to scale)



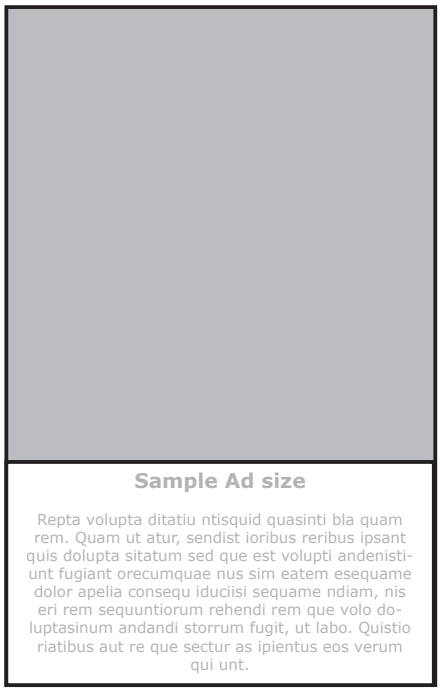
Full Page
4 ¾ x 7 ½



Half Page (horizontal)
4 ¾ x 3 ¾



Half Page (vertical)
2 ⅜ x 7 ½



⅓ Page
4 ¾ x 2 ½



1/4 Page
2 ⅜ x 3 ¾

CENTERSTAGE PROGRAM BOOK
PROVIDENCE PERFORMING ARTS CENTER

2027/2028 Season

WHAT TO SUBMIT

- High Resolution PDF (preferred), TIFF or JPEG

FILE REQUIREMENTS

- All images must be at least 300dpi
- All fonts should be converted to outlines or embedded in file
- All files must be CMYK
- Document size must be the correct ordered ad size
- Ad must be ready to send to printer as supplied, no additional proofs will be supplied by PPAC or printer.
- If ad needs to have any changes made, additional charges will be billed to the client.

WHERE TO SEND ARTWORK

- **Send artwork to:** dbannon@ppacri.org by June 15, 2027.

TERMS OF PAYMENT

- Payment in full is due 30 days upon the signing of the contract.
- The payment is non-refundable.
- Ad may not be modified or cancelled after printing.
- All artwork must be camera-ready and proofs will not be provided.
- Ads are due no later than June 15, 2027.
- CenterStage is preprinted to keep rates as reasonable as possible.
- This advertising in non-commissionable.

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CENTERSTAGE PROGRAM BOOK
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Featured CenterStage Advertiser
Website Specs and Information For "Broadway Buzz"

Website Image Specs

- **600 X 300 px**
  - Simple image; ideally with no text on it

- **710 X 425 px**
  - Can contain logos, artwork, text, etc.

Other Website Information

- Any text or information to be included on the Broadway Buzz page below the artwork, such as general information, special offers, etc. (max of two paragraphs)

- Link to a web page which the images and button will lead to

- Link to a video to be displayed on the webpage *(optional)*
  - Must already be hosted on Youtube or equivalent

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CENTERSTAGE PROGRAM BOOK

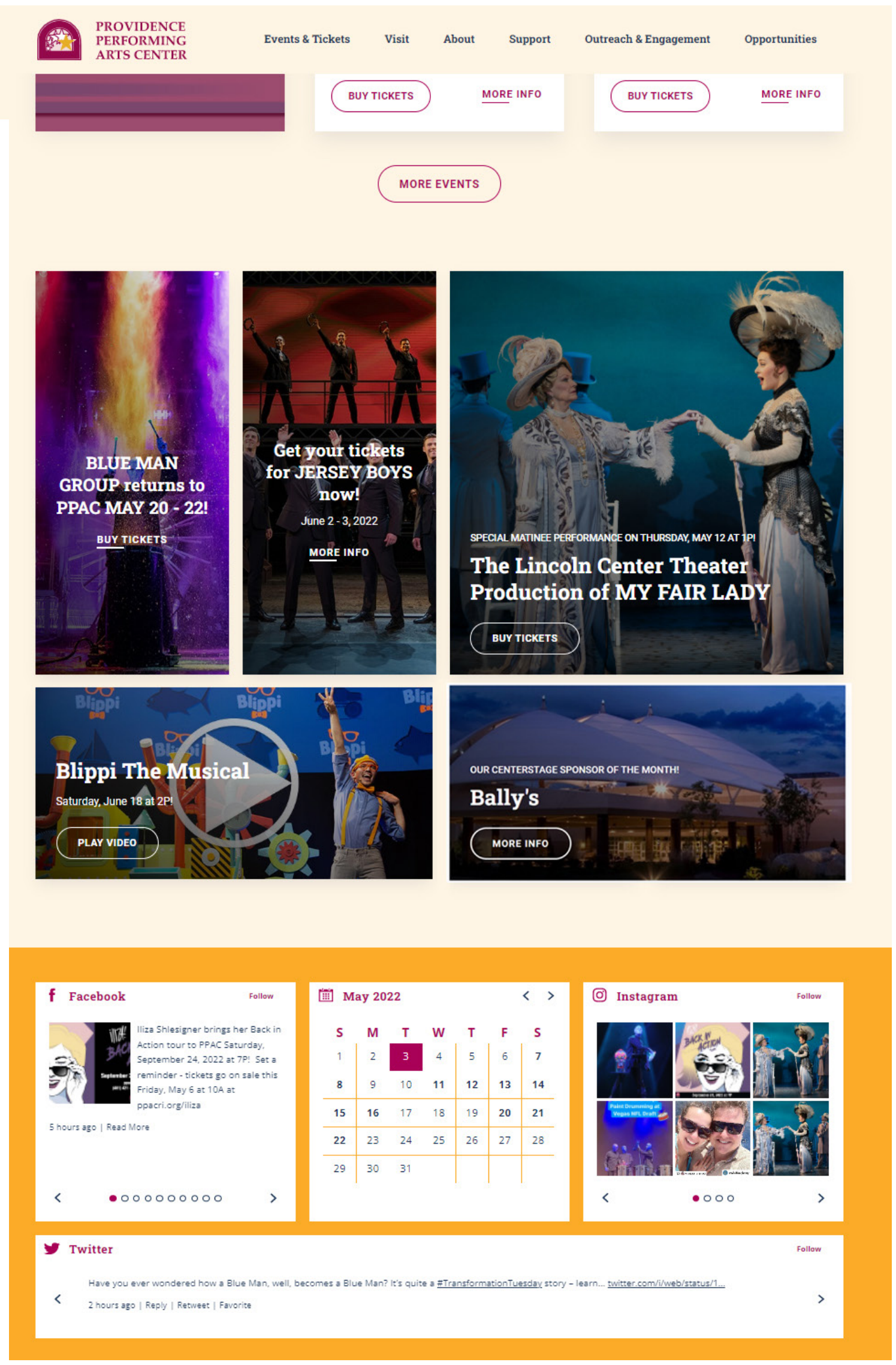
PROVIDENCE PERFORMING ARTS CENTER

"Featured Centerstage Advertiser" Website Sample Images

Broadway Buzz Page



PPAC Home Page



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CENTERSTAGE PROGRAM BOOK
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PPAC CenterStage Program Book Advertising Contract for 2027/2028 Season

Name of Business: _____

Address of Business: _____

Phone Number: _____

Email Address: _____

CenterStage Artwork is due on June 15, 2027

Size Ad: _____ New Art or Rerun: _____ B/W or Color: _____

Advertising Total: _____

Make check payable to Providence Performing Arts Center. This payment is nonrefundable, and the advertising may not be modified or cancelled after printing. All artwork must be camera-ready and proofs will not be provided. The advertising is non-commissionable.

_____
Signature

_____
Donna Bannon
CenterStage Advertising Sales Manager

_____
Date

Email Signed Contract to:

dbannon@ppacri.org

Mail checks to:

Providence Performing Arts Center,
220 Weybosset Street,
Providence, RI 02903