



Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Ad Size:  Full Page (\$4,200)     1/2 Page V (\$2,400)     1/2 Page H (\$2,400)  
 1/4 Page V (\$1,200)     1/4 Page H (\$1,200)     Double Page (\$6,000)

Ad Placement:  Best Available     Premium (+\$800 for Full Page, +\$600 for 1/2 Page)

Special Request: \_\_\_\_\_

Amount Due (Rates are listed at NET): \_\_\_\_\_ Payment Due Date: \_\_\_\_\_

Signature/Title

Date


Lisette Quintero, Marketing Coordinator,  
 Email: lquintero@bbmannpah.com,  
 Phone: (239) 489-3033 x 3109

FLORIDA SOUTHWESTERN STATE COLLEGE  BARBARA B. MANN PERFORMING ARTS HALL


**AD SPECS**


IMAGE LIVE AREA:

Double Page Spread  
10.25 x 7.75  
\*(Bleed 11.125 x 8.625)




Full Page  
4.75 x 7.75  
\*(Bleed 5.625 x 8.625)







1/2 Page Vertical  
2.25 x 7.75



1/2 Page Horizontal  
4.75 x 3.75



1/4 Page Vertical  
2.25 x 3.75



1/4 Page Horizontal  
4.75 x 1.75

Trim Double Page..... 11 x 8.5      Trim Full Page..... 5.5 x 8.5

\*For full page ads or double page spreads that bleed (image or background that goes beyond the trim) remember to extend the bleed 1/8" past trim!

Preferred Formats: High Res PDF or JPG

## ADVERTISING GUIDELINES & POLICIES

1. Barbara B. Mann PAH reserves the right to refuse any advertising. Advertising rates indicated are at NET.
2. BBManPAH does not provide ad production service, all ads must be submitted camera-ready.
3. Position requests are not guaranteed, every effort will be made to accommodate those requests.
4. In the event of an error, BBManPAH's liability, if any, will be limited to the cost of the ad.
5. Payment for advertising is due within 30 days from time of placement, unless otherwise arranged.

## THE FACILITY

Located on the campus of FSW State College in Fort Myers, the Barbara B. Mann Performing Arts Hall features the largest proscenium in Southwest Florida. Touring Broadway productions such as: Disney's THE LION KING, THE PHANTOM OF THE OPERA, LES MISÉRABLES, THE RADIO CITY CHRISTMAS SPECTACULAR, WICKED, JERSEY BOYS and THE BOOK OF MORMON are just a few of the numerous National Touring Broadway productions that have performed here. In addition, the Hall plays host to classic and contemporary concerts, comedy, family shows, symphony concerts and ballets. Keep up with the evolving market in Southwest Florida—our patrons are educated and discerning individuals with discretionary income, who enjoy active lifestyles, appreciate cultural and recreational activities; and are a prime consumer base that purchase quality products and services. These individuals also focus on making time for family and friends; and enjoy activities that include them.

## TARGET MARKET

Association with the Barbara B. Mann Performing Arts Hall is an opportunity for you to reach a fast-growing and ever changing lifestyle and demographic group. Our audience is comprised of residents from Lee (Cape Coral, Fort Myers, Sanibel, Estero, Bonita Springs, Lehigh) Collier (Naples, Marco Island) and Charlotte (Punta Gorda, Port Charlotte) Counties.

Primary Age: 45+ years (Secondary: 30-65 years)

Average Household Income: \$100,000

**Attendance:**

2011-2012: 185,000 over 165 performances  
 2012-2013: 152,000 over 146 performances  
 2013-2014: 162,000 over 148 performances  
 2014-2015: 180,000 over 177 performances  
 2015-2016: 174,000 over 171 performances

**Economic Impact:**

2011-2012: \$32 million  
 2012-2013: \$27 million  
 2013-2014: \$27 million  
 2014-2015: \$20 million  
 2015-2016: \$22 million