



Showtime Advertising

Be a Part of The Basie!

# Count Basie Theatre Foundation

Red Bank, New Jersey

## Mission Statement

*The primary mission of the Count Basie Theatre is to serve the people of the State of New Jersey by providing a broad spectrum of quality entertainment and education programs that reflect and celebrate the diversity of the region; foster understanding and appreciation for the ennobling power of the performing arts; and create opportunity for cultural enrichment for people at all economic levels. It also is our mission to develop and maintain a world-class venue that enhances the enjoyment of these entertainment and education programs; contributes to the cultural and economic vitality of the community and the region; and honors the memory of Count Basie.*

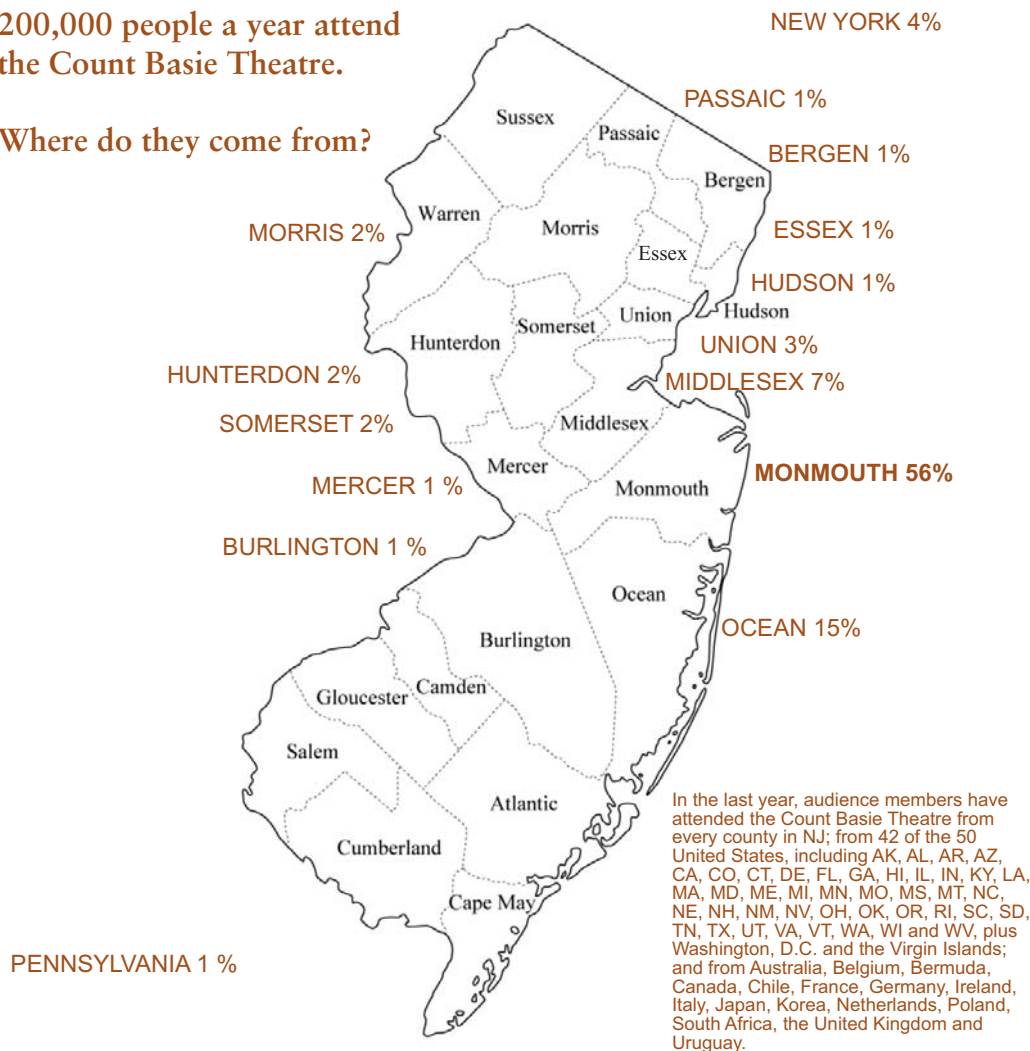
Annual attendance is up to 200,000 at 200 shows and the Count Basie Theatre's demographics are truly impressive:

- Ticket sales in 13 of New Jersey's 21 counties. Central New Jersey is our primary market area including several of the most affluent counties in the country—Monmouth, Middlesex, Ocean, Mercer, Union, Essex, Bergen, Hudson, Morris, Passaic, Hunterdon, Somerset and Burlington.
- 56% of all ticket buyers live in Monmouth County. The remaining 44% is drawn from throughout the region, including New York City.
- 47% of ticket buyers earn more than \$100,000, and 13% earn more than \$200,000.
- 26% of ticket buyers are ages 36-43; 44% are 44-55; a solid 70% of ticket buyers are in the highly targeted and hard to reach market of 36-55.
- Ranked 51st largest live Theatre in the world by *Pollstar* magazine.
- Named Best Live Music by *Monmouth Health & Life* Reader's Poll.
- #1 Live Theatre in New Jersey by *New Jersey Monthly* readers.
- The Basie is a 501(c)(3) charity.

# Audience

200,000 people a year attend the Count Basie Theatre.

Where do they come from?



# Added Value

- **PROMINENT WEBSITE PRESENCE - 52,000 hits per month**  
Website listing and virtual Showtime with interactive pages on [www.countbasietheatre.org](http://www.countbasietheatre.org) in the About and Visit drop down menus and [www.cbtfoundation.org](http://www.cbtfoundation.org) in the Advertising drop down menu.
- **INTERACTIVE EMAIL PRESENCE - distribution to 50,000 patrons**  
Featured on monthly email  
Premium advertisers included in 2 emails annually, others once per year
- **PATRON LEVEL MEMBERSHIP - FOR PREMIUM PAGE ADVERTISERS**  
Admission to The Carlton Lounge for yourself and up to three guests for shows throughout the membership year  
Listing on the major supporter plaque in the lobby  
Advance ticket purchase opportunities for all upcoming shows  
Recognition in Showtime and our Annual Report  
Invitations to select special events  
Reduced ticket service fees when purchasing tickets by phone\*
- **BOX OFFICE REFERAL**  
Box Office Staff will recommend your business to patrons

*\*All tickets are subject to a \$2 restoration fee.*



***Strong customer loyalty***

# Advertising Opportunities

## Premium Advertising - *includes Patron Level Membership*

Ad Placement	Type	Coverage	Opportunity to Change	Price
Back Cover	Color	Full Year	4x	SOLD
Front Inside Cover	Color	Full Year	4x	SOLD
Back Inside Cover	Color	Full Year	4x	SOLD
Front Opposite Inside Cover	Color	Full Year	4x	SOLD
Back Opposite Inside Cover	Color	Full Year	4x	SOLD
Calendar Page	Color	Full Year	4x	SOLD
Spotlight Page	Color	Full Year	4x	\$4,500

Ad Size	Type	Coverage	Opportunity to Change	Price
Full Page	Color	Full Year	4x	\$4,000
Full Page	Color	Full Year	na	\$3,750
Full Page	BW	Full Year	4x	\$3,500
Full Page	BW	Full Year	na	\$3,250
Full Page	Color	Half Year	2x	\$2,500
Full Page	Color	Half Year	na	\$2,250
Half Page	Color	Full Year	4x	\$2,750
Half Page	Color	Full Year	na	\$2,500
Half Page	BW	Full Year	4x	\$2,250
Half Page	BW	Full Year	na	\$2,000
Half Page	Color	Half Year	2x	\$1,750
Half Page	Color	Half Year	na	\$1,500
Quarter Page	BW	Full Year	na	\$1,500

## Compare the Price

PUBLICATION	CIRCULATION	AD SIZE	COST
Star Ledger	935,600	5.6"x8.7"	\$20,000+
Asbury Park Press	133,241	5.6"x8.7"	\$3,400+
Two River Times	20,000 Weekly	5.6"x8.7"	\$560

*comparable to Full Page in Showtime*

*Note: These rates are for one time run ads.*

# Showtime Specs

PUBLICATION SIZE: 5.5" w x 8.5" h

## AD SIZES

	BLEED	NON-BLEED
PREMIUM SPOTS/FULL PAGE	5.625" x 8.75"	4.625" x 7.75"
HALF PAGE HORIZONTAL	5.625" X 4.375"	4.625" x 3.75"
QUARTER PAGE HORIZONTAL		4.625" x 1.875"

Bleed requirement: Bleed materials must provide a margin of .25" from trim and gutter.  
Bleed must extend .125" beyond trim.

## FILE PREPARATION AND FORMAT

File format: PDF 300dpi or higher, TIFF or EPS with fonts outlined.  
Color ads: Convert to CMYK.

Ads in other formats are subject to additional preparation charges.

## SUBMISSION

Circulation Date	Material/Ad Reservation Deadline
December - February	10/28/11
March - May	1/27/12
June - August	4/27/12
September - November	7/31/12

SEND Artwork and Agreement to:

Rachel O. Warnick

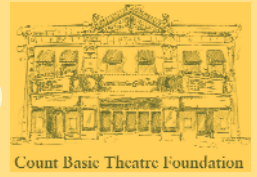
[rwarnick@countbasietheatre.org](mailto:rwarnick@countbasietheatre.org)  
732.224.8778x118

Count Basie Theatre Foundation  
99 Monmouth Street



Central Jersey's hub for culture and community

# Showtime Agreement



Company Name	Contact Name	
Address	City, State, Zip	
Phone	Fax	Email
Company Website (to be used in supplemental promotion through the Count Basie Theatre's website, countbasietheatre.org)		

Premium Ad Placement	Price
<input type="checkbox"/> Back Cover	SOLD
<input type="checkbox"/> Front Inside Cover	SOLD
<input type="checkbox"/> Back Inside Cover	SOLD
<input type="checkbox"/> Front Opposite Inside Cover	SOLD
<input type="checkbox"/> Back Opposite Inside Cover	SOLD
<input type="checkbox"/> Calendar Page	SOLD

Spotlight Page                      \$4,500  
*Color, Full Year, Opportunity to Change 4x*

Circulation Date	Material/Ad Reservation Deadline
December - February	10/28/11
March - May	1/27/12
June - August	4/27/12
September - November	7/31/12

## Payment

- Check, payable to Count Basie Theatre, Inc.  
 Charge  
 Circle One: Amex    Discover    MasterCard                      Visa

Ad Size	Type	Coverage	Change	Price
<input type="checkbox"/> Full Page	Color	Full	4x	\$4,000
<input type="checkbox"/> Full Page	Color	Full	na	\$3,750
<input type="checkbox"/> Full Page	BW	Full	4x	\$3,500
<input type="checkbox"/> Full Page	BW	Full	na	\$3,250
<input type="checkbox"/> Full Page	Color	Half	2x	\$2,500
<input type="checkbox"/> Full Page	Color	Half	na	\$2,250
<input type="checkbox"/> Half Page	Color	Full	4x	\$2,750
<input type="checkbox"/> Half Page	Color	Full	na	\$2,500
<input type="checkbox"/> Half Page	BW	Full	4x	\$2,250
<input type="checkbox"/> Half Page	BW	Full	na	\$2,000
<input type="checkbox"/> Half Page	Color	Half	2x	\$1,750
<input type="checkbox"/> Half Page	Color	Half	na	\$1,500
<input type="checkbox"/> Quarter Page BW	Full	na	na	\$1,500

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 Count Basie Theatre's Showtime. Payment in full is required on submission to guarantee placement. The theatre reserves the right to decline a submission, and is not responsible for omissions or information errors in advertiser's submission. The Count Basie Theatre, Inc. is a 501 (c)(3) nonprofit corporation. Although advertising in Showtime supports the theatre, 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.

SALES: Shannon Eadon                      seadon@countbasietheatre.org                      732.224.8778x128  
 AD MATERIALS: Rachel O. Warnick                      rwarnick@countbasietheatre.org                      732.224.8778x118  
 Count Basie Theatre Foundation, 99 Monmouth Street, Red Bank, NJ 07701