



Monty Python's *Spamalot*



The Lightning Thief



42nd Street

ORDWAY 2018-2019

BROADWAY SERIES

Advertising Rates* + Mechanical Requirements

The Lincoln Center
Theater Production of
Falsettos

Feb. 19-24, 2019

Circulation: 15,000
Ads Due: 1/30

Monty Python's
Spamalot

Apr. 2-7, 2019

Circulation: 20,000
Ads Due: 3/13

The Lightning Thief:
The Percy Jackson Musical

June 18-22, 2019

Circulation: 15,000
Ads Due: 5/29

42nd Street
July 23-Aug. 11, 2019

Circulation: 30,000
Ads Due: 7/3

Final circulation numbers determined at press time.
All rates are net, agencies add 15%

TOURING PERFORMANCE
ORDWAY ORIGINAL

Touring Performances (MAGAZINE size program)

4-C

Back Cover — \$1,675

Inside Cover (front or back) or pg. 3 — \$1,425

Full Page — \$1,250

2/3 Page — \$1,075

Junior or 1/2 Page — \$900

1/3 Page (vertical or square) — \$725

1/6 Page (vertical or horizontal) — \$550

FULL PAGE

without bleed
7" x 10"

with bleed
8.25" x 11.125"

safety/live area
0.25" from trim edges

trim size
8" x 10.875"

2/3

4.625" x 10"

1/3 v

2.25" x 10"

1/6 H

4.625" x 2.313"

1/3 sq.

4.625" x 4.875"

JUNIOR

1/6 v
2.25" x 4.875"

4.625" x 7.25"

1/2

7" x 4.875"

Ordway Original (DIGEST size program)

4-C

Back Cover — \$1,650

Inside Cover (front or back) or pg. 3 — \$1,400

Full Page — \$1,200

1/2 Page (vertical or horizontal) — \$850

1/4 Page — \$650

FULL PAGE

without bleed
4.5" x 7.5"

with bleed
5.625" x 8.75"

safety/live area
0.25" from trim edges

trim size
5.375" x 8.5"

1/2 H

4.5" x 3.688"

1/2 v

2.188" x 7.5"

1/4

2.188" x 3.688"

*Discounted pricing available for multiple program insertions in this and in combination with our other programs. See below.



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