

Oklahoma!

Aug. 19 – Sept. 18, 2011

Circulation: 7,500

Space reservation: Aug. 1

Ads due: Aug. 5

Sweet Charity

Oct. 21 – Nov. 19, 2011

Circulation: 7,500

Space reservation: Oct. 3

Ads due: Oct. 7

You're a Good Man, Charlie Brown

Jan. 13 – Feb. 12, 2012

Circulation: 7,500

Space reservation: Dec. 22

Ads due: Dec. 29

My Fair Lady

Apr. 27 – May 25, 2012

Circulation: 7,500

Space reservation: Apr. 9

Ads due: Apr. 13

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



Advertising Rates

	4-color	b&w
Back cover	\$1,050	
Inside covers	875	700
Full page	700	525
1/2 page (vertical or horizontal)	525	350
1/4 page	350	175

FREQUENCY DISCOUNTS AVAILABLE for multiple-program insertions within and across all of our publications:

Bloomington Civic Theatre • Chanhassen Dinner Theatres • Children's Theatre Company
The Cowles Center for Dance & the Performing Arts • IVEY Awards • Minnesota Opera
Minnesota Orchestra • Ordway Center for the Performing Arts • Penumbra Theatre Company
The Saint Paul Chamber Orchestra • The Schubert Club • and more

Audience Demographics

Age

65% are above the age of 62

Median Household Income

\$55,000+ annually

You might be interested to know...

99% of the customers read the program and
57% bring it home and/or pass it along to others

City of residence

37% Bloomington

63% surrounding communities

Digest Ad Sizes

Full Page without bleed 4.5" x 7.5" with bleed 5.625" x 8.75" safety/live area 0.25" from trim trim size 5.375" x 8.5"	1/2 Horizontal 4.5" x 3.688"	1/2 Vertical 2.188" x 7.5"	1/4 2.188" x 3.688"
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BLOOMINGTON CIVIC THEATRE

2011–2012 SEASON

OKLAHOMA!

Aug. 19 – Sept. 18, 2011



Visit a western Indian territory after the turn of the century and experience the high-spirited rivalry between farmers and cowboys, a love story's journey, and the birth of a new state. Enjoy your favorite songs including "Oh, What a Beautiful Morning," "People Will Say We're in Love," and "Oklahoma!." Rediscover the beauty of Rodgers and Hammerstein's first and most innovative collaboration, the first musical of its kind to set the standards of musical theater still followed today.

SWEET CHARITY

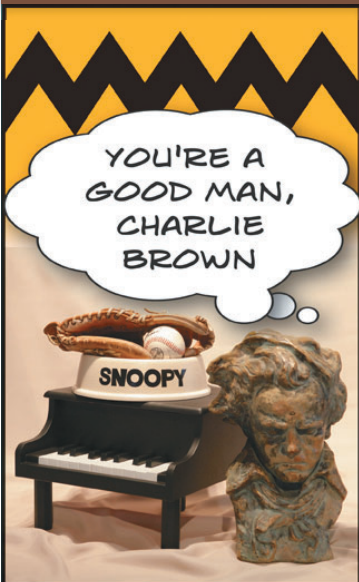
Oct. 21 – Nov. 19, 2011



Travel to mid-60s New York City and Times Square and enjoy this amusing and bittersweet portrayal of dance club hostess Charity Hope Valentine, the girl who loses sight of who she is in a desperate search for love. This is a Neil Simon comedy in every sense of the word, and Cy Coleman's music and Dorothy Fields' lyrics capture the rhythms, sounds and fun of New York. Inspired by the original Tony Award-winning choreography of Bob Fosse.

YOU'RE A GOOD MAN, CHARLIE BROWN

Jan. 13 – Feb. 12, 2012



You're a Good Man, Charlie Brown invites audiences of all ages to experience comic, touching, and occasionally profound moments in Charlie Brown's life, strung together on the string of a single day. Based on the "Peanuts" comic strip by Minnesota's own Charles Schultz, *You're A Good Man, Charlie Brown* offers a beloved cast of characters — including Charlie Brown, Linus, Lucy, Schroeder, Snoopy, and Charlie's sister Sally — and ensures a delightful and family-friendly evening of theater.

MY FAIR LADY

Apr. 27 – May 25, 2012



A musical theater classic and audience favorite, *My Fair Lady* brings beauty, style and grace to the stage, pleasing both the eye and ear with numerous memorable production numbers and songs such as "I Could Have Danced All Night," "I've Grown Accustomed to Her Face," "The Rain in Spain," and "Get Me to the Church on Time." The story concerns Eliza Doolittle, a Cockney flower girl who takes speech lessons from professor Henry Higgins, a phoneticist, so she can pass as a proper lady.