

PUFFS
May 14-August 2, 2020
Greer Cabaret Theater
Space Reservation: 4/22
Artwork Deadline: 5/4

There once was a boy wizard who went to a certain Wizard School and conquered evil. This, however, is not his story. This is the story of the Puffs... who just happened to be there too. A tale for anyone who has never been destined to save the world. *The New York Times* proclaims *PUFFS*, "A FAST-PACED ROMP through the 'Seven Increasingly Eventful Years at a Certain School of Magic and Magic.'" This clever and inventive play "never goes more than a minute without a laugh" (*Nerdist*) giving you a new look at a familiar adventure from the perspective of three potential heroes just trying to make it through a magic school that proves to be very dangerous for children. Alongside them are the Puffs, a group of well-meaning, loyal outsiders with a thing for badgers "who are so lovable and relatable, you'll leave the theater wishing they were in the stories all along" (*Hollywood Life*). Their epic journey takes the classic story to new places and reimagines what a boy wizard hero can be.



DIXIE'S TUPPERWARE PARTY
September 9-October 18, 2020
Greer Cabaret Theater
Space Reservation: 8/12
Artwork Deadline: 8/24

A MUSICAL PARODY OF THE HOTTEST TICKET IN TOWN
Dixie Longate, the fast-talking Tupperware Lady, packed up her catalogues, left her children in an Alabama trailer park and took Off-Broadway by storm! Now, join Dixie as she travels the country throwing good ol' fashioned Tupperware Parties filled with outrageously funny tales, heartfelt accounts, FREE giveaways, audience participation and the most fabulous assortment of Tupperware ever sold on a theater stage. Loaded with the most up-to-date products available for purchase, see for yourself how Ms. Longate became the #1 Tupperware seller in the U.S. & Canada as she educates her guests on the many alternative uses she has discovered for her plastic products!

Adult Language and Content



For advertising information call 412.471.1497 or email advertising@culturaldistrict.org. See the back panel for Tier Pricing.

CULTURAL DISTRICT RATE STRUCTURE

Pittsburgh's Cultural District makes program book advertising easy, customizable and affordable. Each show is categorized into our tier rate structure determined by the average number of program books to be printed for the run of the show. The tiers will be listed next to the program you are considering.

Use this Ratebook update piece in conjunction with the 2019-2020 Season Advertising Ratebook for access to the entire listing of Cultural District programming, mechanical specifications, billing information, demographic charts and more!

TIER PRICING FOR 2019 – 2020 PROGRAM ADVERTISING SEASON

Tier	Full Page	Half Page	Quarter Page	Cover	Insert	Double Truck	Cover Truck	Average Print
Tier 1	\$4000	\$2800	\$1600	\$5200	\$6400	\$8000	\$9200	90,000
Tier 2	\$2700	\$1890	\$1080	\$3510	\$4320	\$5400	\$6210	45,000
Tier 3	\$2200	\$1540	\$880	\$2860	\$3520	\$4400	\$5060	31,500
Tier 4	\$1800	\$1260	\$720	\$2340	\$2880	\$3600	\$4140	22,500
Tier 5	\$1350	\$945	\$540	\$1755	\$2160	\$2700	\$3105	15,000
Tier 6	\$1000	\$700	\$400	\$1300	\$1600	\$2000	\$2300	8,500
Tier 7	\$750	\$525	\$300	\$975	\$1200	\$1500	\$1725	5,000
Tier 8	\$550	\$385	\$220	\$715	\$880	\$1100	\$1265	2,025
Tier 9	\$350	\$245	\$140	\$455	\$560	\$700	\$805	1,000

Look for the following icons within the show listings to determine Tier rates:



All Programs, artists and dates are subject to change.

For advertising information call 412-471-1497 or email advertising@culturaldistrict.org or visit CulturalDistrict.org

CULTURAL DISTRICT

JANUARY 2020 UPDATE

PITTSBURGH CULTURAL DISTRICT

Advertising Rates

More opportunities to advertise in the Cultural District Playbills

ARTISTIC DIRECTOR TERRENCE S. ORR
PITTSBURGH BALLET THEATRE

Pittsburgh CLO
CELEBRATING MUSICAL THEATRE

PITTSBURGH CULTURAL TRUST

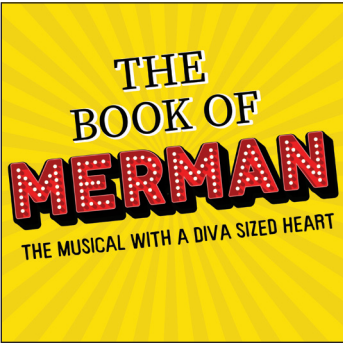
PITTSBURGH OPERA

THE AUGUST WILSON
AFRICAN AMERICAN
CULTURAL CENTER

PITTSBURGH PUBLIC THEATER

PITTSBURGH SYMPHONY ORCHESTRA

PITTSBURGH CLO KARA CABARET SERIES



THE BOOK OF MERMAN
January 30-March 8, 2020
Greer Cabaret Theater
Space Reservation: 1/8
Artwork Deadline: 1/21

Two Mormon missionaries ring the doorbell of Ethel Merman and hilarity ensues in this new musical comedy. This diva-driven whirlwind features original songs and show-stopping ballads, combining one of Broadway's smash hits with the larger-than-life persona of the legendary belter Ethel Merman. Mistaking the two young men for door-to-door salesmen, Ethel welcomes the missionaries in after their frustrating day of canvassing the neighborhood for prospective converts. The result — a hilariously heartfelt journey about being true to oneself, as both the Mormons and Merman come to embrace who they really are. Director Gerry McIntyre returns to spearhead this riotous romp after directing last season's *SPAMILTON: An American Parody*. This show is sure to keep audiences rolling with laughter from start to finish. **Adult Language**

PITTSBURGH CLO CABARET AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater
Pittsburgh CLO Cabaret
Pittsburgh Average

Affluence: % With a Household Income of \$75K or more
Pittsburgh CLO Cabaret
Pittsburgh Average

Homeowners: % of Homeowners
Pittsburgh CLO Cabaret
Pittsburgh Average



UNTITLED: A NEW MUSICAL COMEDY ABOUT SERIOUS DRAMA
April 3-May 3, 2020
Greer Cabaret Theater
Space Reservation: 3/11
Artwork Deadline: 3/23

Working at a job you love is great. Doing that job for a narcissistic boss who makes you feel invisible? Sucks. Meet Beth — an ambitious literary manager at a non-profit theater company in NYC. She longs for the theater to produce meaningful plays by the talented, unknown writers whose script submissions she reads day and night. Her artistic director boss, Todd-Michael, longs only for box office success. When a crisis forces the theater to cancel an upcoming production, Beth leaps at the chance to both prove herself and promote the voice of a new playwright. That is, until her boss announces that he knows just the show to fill the empty slot: the first play by an internationally beloved pop superstar. At its core, *Untitled* is a hysterical musical comedy about identity politics, love, sex, truth, money, privilege and everything else we contend with when trying to decide what stories are worth telling. This edgy, new musical by writer/composer Matt Schatz makes its world premiere after delighting audiences at Pittsburgh CLO's SPARK festival in 2018. **Adult Situations & Very Strong Language**

AUGUST WILSON AFRICAN AMERICAN CULTURAL CENTER



TRUTHSayers
SPEAKER SERIES - COMBO BOOK

Space Reservation: 1/15
Artwork Deadline: 1/27

TIER 9

Dr. Michael Eric Dyson
February 3, 2020
August Wilson African American Cultural Center

Dr. Michael Eric Dyson is a Georgetown University sociology professor, a New York Times contributing opinion writer, and a contributing editor of The New Republic, and of ESPN's The Undeclared website. Dr. Dyson has authored nearly twenty books on subjects such as the legacy of Martin Luther King, Jr. in April 4, 1968, Malcolm X, Nas's debut album Illmatic, Tupac, Marvin Gaye, and Hurricane Katrina's devastating and long lasting effects. He has won two NAACP Image Awards for Outstanding Literary Work in Non-Fiction and the American Book Award in 2007 for *Come Hell or High Water: Hurricane Katrina and the Color of Disaster*. Throughout his career, Dr. Dyson has had a profound effect on American culture and thinking. His latest book, *What Truth Sounds Like*, continues the conversation started in his 2017 bestseller *Tears We Cannot Stop*, and was the winner of the 2018 Southern Books Prize for nonfiction.

Tarana Burke
March 9, 2020
August Wilson African American Cultural Center

Tarana Burke is a civil rights activist who was the original founder of the "Me Too" movement, which she started in 2006. It later became a global phenomenon that raised awareness about sexual harassment, abuse, and assault in society in 2017. In 2017, Burke and other influential female activists were named "the silence breakers" by Time magazine. She currently serves at the Girls for Gender Equity in Brooklyn as its senior director.



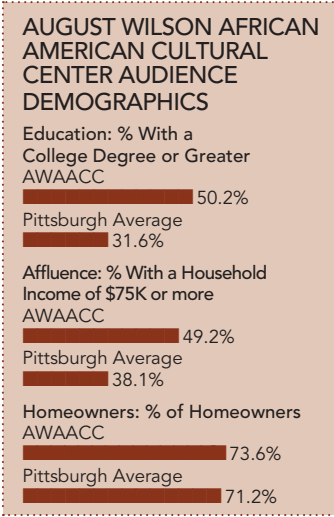
PITTSBURGH INTERNATIONAL JAZZ FESTIVAL

June 19-21, 2020
August Wilson African American Cultural Center

Space Reservation: 5/27
Artwork Deadline: 6/8

TIER 5

The weekend of June 19–21, 2020 is the 10th Anniversary of the Pittsburgh International Jazz Festival presented by Citizens Bank. As a signature program of the August Wilson African American Cultural Center (AWAACC) the Pittsburgh International Jazz Festival (PIJF) is curated and directed by Janis Burley Wilson, the President & CEO of the AWAACC. The festival is a combination of free outdoor concerts and ticketed shows inside the August Wilson African American Cultural Center. Previous headliners include Patti LaBelle, Gregory Porter, Stanley Clarke, Marcus Miller, WAR, and many more.



For advertising information call 412.471.1497 or email advertising@culturaldistrict.org. See the back panel for Tier Pricing.

PITTSBURGH CLO SUMMER SERIES



THE SPONGEBOB MUSICAL

June 2-7, 2020
Benedum Center

Space Reservation: 5/6
Artwork Deadline: 5/18

TIER 4

A legendary roster of Grammy® Award winners. A visionary director and a Tony Award®-winning design team. One of the world's most beloved characters. Turn them loose on stage and what do you get? The musical *The New York Times* declares, "BRILLIANT!" Broadway's best creative minds reimagine and bring to life the beloved Nickelodeon series with humor, heart and pure theatricality in "a party for the eyes and ears" (*Daily Beast*). Explore the depths of theatrical innovation in *The Spongebob Musical*, 2018 Best Musical winner of the Drama Desk and Outer Critics Circle Awards, where the power of optimism really can save the world.

PITTSBURGH CLO AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater Pittsburgh CLO

	54.1%
Pittsburgh Average	30.7%

Affluence: % With a Household Income of \$75K or more Pittsburgh CLO

	62.2%
Pittsburgh Average	36%

Homeowners: % of Homeowners Pittsburgh CLO

	90.3%
Pittsburgh Average	71.8%

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ONCE ON THIS ISLAND
June 9-14, 2020
Benedum Center

Space Reservation: 5/18
Artwork Deadline: 6/1



TIER 4

Winner of the 2018 Tony Award for Best Revival of a Musical, *Once On This Island* is the sweeping, universal tale of Ti Moune, a fearless peasant girl in search of her place in the world, and ready to risk it all for love. Guided by the mighty island gods, Ti Moune sets out on a remarkable journey to reunite with the man who has captured her heart.

CABARET
June 19-28, 2020
Benedum Center



Space Reservation: 5/25
Artwork Deadline: 6/8

TIER 3

Decadent nightlife meets dangerous times at Berlin's dazzling Kit Kat Klub, where the party never ends. Cliff Bradshaw, a young American writer newly arrived in Berlin, falls hopelessly in love with cabaret singer and British ex-patriot Sally Bowles. Their romance sizzles amid the tumultuous atmosphere of pre-WWII Germany. Inside the club, an intoxicating Master of Ceremonies and a raucous ensemble take the stage nightly to excite the crowd so all may leave their troubles outside. But as the 1920's draw to a close, the Third Reich comes to power, and life in Germany grows more uncertain, will the enthralling allure of the Berlin club scene be enough to help them escape their grueling reality? Come hear some of the most memorable songs in theatre history, including "Cabaret," "Don't Tell Mama," "Willkommen" and "Maybe This Time." **Adult Content**

GUYS AND DOLLS
July 10-19, 2020
Benedum Center

Space Reservation: 6/17
Artwork Deadline: 6/29

TIER 3

Amidst the hustle-and-bustle of 1940's New York City, meet two gamblers and the women who dare to love them. Nathan Detroit, though charismatic and lively, is a bit of a scoundrel when it comes to love. His show girl fiancée Adelaide, is fed up with him from waiting 14 years to get married. Frustrated with Nathan for refusing to set a wedding date, sassy Adelaide threatens to leave him for good. Looking to make some quick cash to host his next craps game, Nathan bets fellow high roller Sky Masterson to make a play for the serious and proper Sarah Brown. When the usually-unshakable Sky finds himself falling in love with the slowly-softening Sarah, he must decide if he'll put all his chips on the table—in the game of love. Winner of multiple Tony® Awards including Best Musical, *Guys and Dolls* pulses with humor, plot twists and fabulous singing and dancing—it's everything a Broadway musical should be. Frank Loesser's score includes favorites like "Luck Be a Lady" and "Sit Down, You're Rocking the Boat."

SISTER ACT
July 21-26, 2020
Benedum Center

Space Reservation: 6/24
Artwork Deadline: 7/6

TIER 4

Sister Act is the feel-amazing musical comedy smash based on the hit 1992 film that will have audiences jumping to their feet! Featuring original music, this uplifting musical was nominated for 5 Tony Awards including Best Musical. When disco diva Deloris Van Cartier witnesses a murder, she is put in protective custody in the one place the cops are sure she won't be found: a convent! Disguised as a nun, she finds herself at odds with both the rigid lifestyle and uptight Mother Superior. Using her unique disco moves and singing talent to inspire the convent's choir, Deloris breathes new life into the church and community, but in doing so blows her cover. Soon the hoodlums who are after her find themselves up against Deloris and the power of her newly found sisterhood. Filled with powerful gospel and R&B music, outrageous dancing and a truly moving story, *Sister Act* is a tribute to the universal power of friendship and song.

A CHORUS LINE
July 31-
August 9, 2020
Benedum Center

Space Reservation: 7/8
Artwork Deadline: 7/20

TIER 3

From the pen of legendary composer Marvin Hamlisch comes this Tony Award® and Pulitzer Prize-winning "singular sensation!" This backstage story of 17 aspiring dancers pairs heart-stopping, toe-tapping performances with soaring ballads, all against the backdrop of the ups and downs of a life in show business. This powerful and emotion-filled musical is for anyone who's ever had a dream and put it all on the line. The iconic score features such classics as "What I Did for Love," "One," "I Hope I Get It" and more! **Adult Language & Content**



PITTSBURGH SYMPHONY ORCHESTRA SPECIALS

STAR WARS: RETURN OF THE JEDI IN CONCERT
June 26 & 28, 2020
Heinz Hall

Space Reservation: 6/3
Artwork Deadline: 6/15

TIER 8

The Pittsburgh Symphony Orchestra presents *Star Wars: Return of the Jedi* featuring screenings of the complete film with Oscar®-winning composer John Williams' musical score performed live to the film!

In the spectacular climactic sixth episode of the *Star Wars* saga, Darth Vader readies the second Death Star to unleash the final blow to the Rebel Alliance. But the ultimate battle is between father and son, as Luke faces Darth Vader one last time, for the fate of the galaxy hangs in the balance.

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HARRY POTTER AND THE PRISONER OF AZKABAN™ IN CONCERT

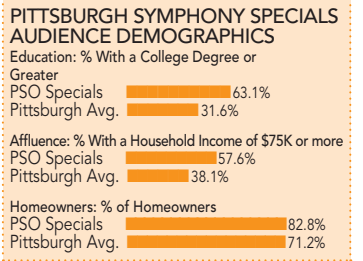
July 10 & 12, 2020
Heinz Hall

Space Reservation: 6/17
Artwork Deadline: 6/29

TIER 8

Relive the magic of your favorite wizard in *Harry Potter and the Prisoner of Azkaban™ in Concert*. From the moment Harry uses the Marauder's Map to when the Patronus Charm bursts from his wand, you'll be transported back into the world you love. Based on the third installment of J.K. Rowling's classic saga, the thrilling tale is accompanied by the music of the Pittsburgh Symphony Orchestra as Harry soars across the big screen.

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COHEN & GRIGSBY TRUST PRESENTS SERIES



ONE FUNNY MOTHER

May 7, 2020
Byham Theater

Space Reservation: 4/15
Artwork Deadline: 4/27

TIER 9

Join this comedian, former Miss New Jersey, and married mother of three on her hilarious journey through the trial and tribulations of motherhood and marriage. Since becoming a married mother of three, Dena wrestles with the eternal question, "Have I gone crazy since having these kids?" and the answer is a hysterical, "Laugh 'til your face hurts!" comedy you won't want to miss!

COHEN & GRIGSBY TRUST PRESENTS AUDIENCE DEMOGRAPHICS

Education: % With a College Degree or Greater

Trust Presents	52.2%
Pittsburgh Average	31.6%

Affluence: % With a Household Income of \$75K or more

Trust Presents	58.9%
Pittsburgh Average	38.1%

Homeowners: % of Homeowners

Trust Presents	84.1%
Pittsburgh Average	71.2%

