

ARTISTIC DIRECTOR TERRANCE S. BURNETT
PITTSBURGH BALLET THEATRE



PITTSBURGH
OPERA



PITTSBURGH CULTURAL DISTRICT

Playbill Advertising Ratebook Update

Shared Services, representing arts organizations in the Pittsburgh Cultural District is pleased to announce Newly Released Cultural District Advertising opportunities for you.

PITTSBURGH CLO

Pittsburgh CLO has been a leader in producing live musical theater for audiences across the region since 1946. Pittsburgh CLO's Summer Season is beautifully complemented in December by CLO's annual production of *A Musical Christmas Carol*, as well as year-round productions at the CLO Cabaret. These productions alone reach nearly 200,000 patrons.

In addition, CLO contributes to the enrichment of the community by offering numerous outreach programs. Such efforts include the CLO Academy of Musical Theater, Mini Stars, Gallery of Heroes, Gene Kelly Awards, Kelly Circle and "A" in Arts Programs, New Horizons, Creative Vision and the prestigious Richard Rodgers Award. Impacting hundreds of thousands of people each year through its programs and productions, Pittsburgh CLO is a vital and colorful thread in the cultural fabric of the region and the nation.

Gene Kelly Awards

May 30, 2015
Benedum Center for the Performing Arts

Space Reservation: 4/24
Artwork Deadline: 5/8



One night only! Patterned after Broadway's Tony Awards®, this annual sold-out event celebrates the power of arts education with dynamic live student performances and a suspense-filled awards ceremony.

Rates for Pittsburgh CLO's Gene Kelly Awards at the Benedum Center

Ad Size			
Inside Front Cover	\$585	Half Page	\$320
Full Page	\$520	Quarter Page	\$220

See mechanical requirements furnished in the advertising package.

DEMOGRAPHICS FOR PITTSBURGH CLO AUDIENCE

Education	% with a Degree or Greater
CLO	65.7%
Pittsburgh Average	38.4%

Affluence	% with a Household Income Greater than 75K
CLO	59.3%
Pittsburgh Average	33.8%

Homeowners	% of Homeowners
CLO	93%
Pittsburgh Average	75.5 %



June 9 – 21, 2015

Benedum Center for the Performing Arts

Space Reservation: 5/13 Artwork Deadline: 5/27

One of the most popular Disney movies of all time is now a practically perfect musical! Nominated for seven Tony Awards®, including Best Musical, *MARY POPPINS* is an enchanting mix of irresistible story, breathtaking dance numbers, astonishing special effects and unforgettable songs including "Let's Go Fly a Kite," "Step in Time" and "A Spoonful of Sugar."

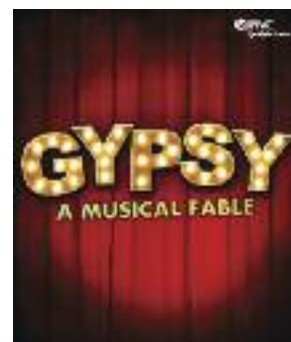


June 23 – 28, 2015

Benedum Center for the Performing Arts

Space Reservation: 5/28 Artwork Deadline: 6/10

Inspired by one of the greatest novels of all time, *MAN OF LA MANCHA* will captivate audiences with the legend of wannabe knight Don Quixote and his trusty sidekick Sancho as they embark on a journey full of laughter, love and unruly windmills. This celebrated Broadway hit will leave you breathless with "I, Don Quixote" and "The Impossible Dream."



July 10 – 19, 2015

Benedum Center for the Performing Arts

Space Reservation: 6/12 Artwork Deadline: 6/25

Featuring one show-stopping song after another such as "Everything's Coming Up Roses," "You Gotta Get a Gimmick" and "Let Me Entertain You," *GYPSY* truly is "the greatest of all American musicals" (*The New York Times*). Based on the real-life memoirs of burlesque mega-star Gypsy Rose Lee, *GYPSY* tells the story of the mother behind the curtain, Mama Rose.



July 24 – August 2, 2015

Benedum Center for the Performing Arts

Space Reservation: 6/29 Artwork Deadline: 7/13

Meet New Jersey's favorite wedding singer, Robbie Hart. He's the life of the party until his fiancée leaves him at the altar. "Shot through the heart," Robbie turns every wedding into a disaster until he meets a winsome waitress named Julia. Can he pull off the performance of a decade and win her heart? Find out in this 80's-inspired mega hit!

Rates for Pittsburgh CLO's Summer Season

Ad Size	1 Week	2 Week
	Show	Show
Cover	\$1,800	\$2,500
Full Page	\$1,500	\$2,200
Half Page	\$ 825	\$1,250
Quarter Page	\$ 500	\$ 725
Special Inserts	\$2,500	\$3,000

See mechanical requirements furnished in the advertising package.



August 4 – 9, 2015

Benedum Center for the Performing Arts

Space Reservation: 7/9 Artwork Deadline: 7/22

Winner of six Tony Awards® including Best Musical, this inspirational story follows a struggling shoe factory owner who works to turn his business around with help from Lola, a fabulous entertainer in need of some sturdy stilettos. Come join the sold-out audiences who've discovered why – sometimes—the best way to fit in is to stand out!



August 11 – 16, 2015

Benedum Center for the Performing Arts

Space Reservation: 7/17 Artwork Deadline: 7/29

Rodgers+ Hammerstein's *CINDERELLA* is the Tony Award®—winning musical that's delighting audiences with its surprisingly contemporary take on the classic tale. This lush production features all the moments you love—the pumpkin, the glass slipper, the masked ball and more—plus some surprising new twists! Perfect for anyone who's ever had a dream...or a really great pair of shoes!

For tickets call 412-456-6666; visit the Box Office at Theater Square or online at PittsburghCLO.org or CulturalDistrict.org

Programs, dates and artists subject to change.

PittsburghCLO.org

For advertising information call Elaine A. Nucci 412-471-6087 or email Nucci@CulturalDistrict.org

Located in the Theater Square complex, this intimate 250 – seat space offers audiences a unique theater experience with both table and traditional theater seating. Pittsburgh CLO opened the Cabaret Theater in November 2004 with *Forever Plaid* which entertained over 60,000 patrons. Other productions include *Murder for Two*, *Dixie's Tupperware Party*, *Ring of Fire*, *Judge Jackie Justice*, *Defending the Caveman*, *Girls Only*, *The Secret Comedy of Women*, *Nunsense*, *Forbidden Broadway*, *Shear Madness*, *Always...Patsy Cline*, *Plaid Tidings*, *The Big Bang* and *I Love You, You're Perfect, Now Change*. Audience members are able to eat and drink at their tables during performances at the Cabaret Theater, providing them with a complete night on the town!



CLO Cabaret Theater, photo Joey Kennedy

DEMOGRAPHICS FOR PITTSBURGH CLO CABARET AUDIENCE

Education	% with a Degree or Greater
Cabaret	68.1%
Pittsburgh Average	38.4%
Affluence	% with a Household Income Greater than 75K
Cabaret	60.4%
Pittsburgh Average	33.8%
Homeowners	% of Homeowners
Cabaret	89.1%
Pittsburgh Average	75.5%



May 27 -
August 16, 2015

Space Reservation: 4/30
Artwork Deadline: 5/13

A Must see for Girls of All Ages!

Girls Only – The Secret Comedy of Women is a hilarious new hit about two women discovering their childhood diaries and the sweet, awkward, embarrassing and heartwarming stories they inspire. A combination of sketch comedy, improvisation and musical numbers—with a little audience participation thrown in—*Girls Only* is the perfect way to celebrate all things girly. Don't miss what the *Denver Post* calls "truly brilliant!" The *Pittsburgh Post-Gazette* says "Keep the LAUGHS coming!"

FALL CABARET

September – October, 2015

Title and dates to be announced

Get your space reservation in now for the fall Cabaret and secure your advertising investment.

Rates for Pittsburgh CLO's Cabaret Theater Located at Theater Square

Ad Size		See Mechanical Requirements furnished in the advertising package.
Cover	\$1,000	
Full Page	\$ 850	
Half Page	\$ 600	
Quarter Page	\$ 350	
Special Inserts	\$1,000	

The following upcoming Cohen & Grigsby Trust Presents Shows have been added to the series.

Raisin' Cane—A Harlem Renaissance Odyssey

April 15, 2015

Byham Theater

Space

Reservation: 3/19

Artwork

Deadline: 4/1

Photo Credit: Gundrun Stone



Starring Jasmine Guy, who is not only recognized as an accomplished actress, singer and comedienne, but also as a director, writer and speaker. Ms Guy performs with The Avery Sharpe Trio comprised of Avery Sharpe, considered one of the greatest Jazz bassists of his generation, Kevin Sharpe, renowned percussionist, and John Black acclaimed jazz violinist. *Raisin' Cane* was inspired by the classic 1923 Jean Toomer novel, "Cane". Along with works by the musicians, composers, poets and actors of the Harlem Renaissance, *Raisin' Cane* celebrates and honors the legendary voices of the Harlem Renaissance through text, song, music, movement and imagery.

Mythbusters—Jamie & Adam UNLEASHED

April 20, 2015

Byham Theater

Space Reservation: 3/24

Artwork Deadline: 4/6

A special, live presentation by the Discovery Channel's popular "Mythbusters" hosts Adam Savage and Jamie Hyneman. Using elements of the scientific method, "Mythbusters" tests the validity of rumors, myths, movie scenes, Internet videos and news stories.



Rates for Cohen & Grigsby Trust Presents Series

Ad Size	
Covers	\$400
Full Page	\$250
Half Page	\$175
Quarter Page	\$165
See Mechanical Requirements furnished in the advertising package.	

Potted Potter

May 5-7, 2015

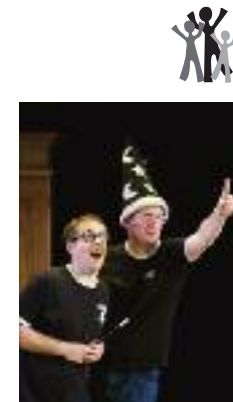
Byham Theater

(3 performances)

Space Reservation: 4/7

Artwork Deadline: 4/20

Playing to sold out houses all over the world, the Olivier Award nominated POTTED POTTER – The Unauthorized Harry Experience – A Parody by Dan and Jeff takes on the ultimate challenge of condensing all seven Harry Potter books (and a real life game of Quidditch) into seventy hilarious minutes. Even if you don't know the difference between a horcrux and a Hufflepuff, POTTED POTTER will make you roar with laughter.



Additional shows may still be added to the programming for the 2014 - 2015 season.

Reserve your spaces now.

DEMOGRAPHICS FOR COHEN & GRIGSBY TRUST PRESENTS SERIES AUDIENCE

Education	% with a Degree or Greater
Trust Presents	61.8%
Pittsburgh Average	38.4%
Affluence	% with a Household Income Greater than 75K
Trust Presents	58.7%
Pittsburgh Average	33.8%
Homeowners	% of Homeowners
Trust Presents	89.1%
Pittsburgh Average	75.5%

PITTSBURGH SYMPHONY ORCHESTRA BNY MELLON GRAND CLASSICS

 PITTSBURGH SYMPHONY ORCHESTRA
BNY MELLON GRAND CLASSICS

The Pittsburgh Symphony Orchestra has been a vital part of the City of Pittsburgh's heritage for more than 110 years. With its noble history of the finest conductors and musicians and its strong commitment to artistic quality and excellence, audiences around the world have claimed the Pittsburgh Symphony as their orchestra of choice. The BNY Mellon Grand Classics, under the baton of Music Director Manfred Honeck, attracts a diverse patronage including subscription ticket holders, music students from neighboring universities, visitors to the Pittsburgh area, as well as international guests.

BNYMGC March 20 – 29

March 20 & 22, 2015 "Bach's Coffeehouse"

Jeanette Sorrell, conductor/
harpsichord; Noah Bendix-Balgley,
violin, PSO concertmaster; Jennifer
Ross, PSO principal second violin; Lorna McGhee, PSO
principal flute Cynthia Koledo DeAlmeida, PSO principal oboe;
Anne Martindale Williams, PSO principal cello; David Premo,
PSO associate principal cello; Jeffrey Turner, PSO principal
double bass; John Moore, PSO double bass

- Bach: *Sinfonia* from Cantata BWV 42
- Bach: Suite No. 2 in B minor for Orchestra, BWV 1067
- Vivaldi: Concerto for Two Cellos in G minor, P. 411 (RV 531)
- W.F. Bach: Fantasia for solo harpsichord in d minor
- Bach: Finale from Sonata nach Violin sonata in D minor, BWV 964
- Telemann: *Grillen* Symphony (PSO premiere)
- Bach: Concerto in C minor for Oboe, Violin and String Orchestra, BWV 1060
- Vivaldi: *La Follia* Concerto for 2 Violins, Arr. Sorrell (PSO premiere)

J.S. Bach liked to let his hair down at Zimmermann's Coffeehouse in Leipzig, where he performed his own music as well as works by admired colleagues like Telemann and Vivaldi. Guest conductor Jeannette Sorrell and the Pittsburgh Symphony Orchestra present a program that would have fit into that cozy atmosphere. Be prepared to be entertained!

March 27-29, 2015 "Four Horns"

Andres Orozco-Estrada,
conductor*
PSO Horn Section

- Bates: *The Rise of Exotic Computing*
- Schumann: *Konzertstück* in F for Four Horns and Orchestra, Opus 86
- Brahms: Symphony No. 1 in C minor, Opus 68

The program opens with Bates' *The Rise of Exotic Computing*. The sensational horn section will perform as soloists in Robert Schumann's "Concert Piece," a tour de force for four French horns and orchestra. Orozco-Estrada, the newly appointed music director of the Houston Symphony, then leads Brahms' First Symphony, a towering masterpiece 20 years in the making.

Space Reservation: 2/23 Artwork Deadline: 3/9

This book contains two subscription concert weekends



BNYMGC April 10 – 19

April 10-12, 2015 "The Romance of Schumann"

Manfred Honeck, conductor
Hélène Grimaud, piano

- Schumann: Concerto in A minor for Piano and Orchestra, Opus 54
- Bruckner: Symphony No. 7 in E major

Pianist Hélène Grimaud returns to Heinz Hall with Schumann's striking Concerto in A Minor. Bruckner's Symphony No. 7 is his best known work — in it, he mourns his idol, Richard Wagner, specifically with a quartet of Wagner tubas, an instrument invented by the late German composer.

April 17-19, 2015 "Brothers Honeck"

Manfred Honeck, conductor
Rainer Honeck, violin*

- Dvorak: *Rusalka* Suite (arr. Honeck/Ille)
- Britten: Concerto for Violin and Orchestra, Opus 15
- Tchaikovsky: Symphony No. 6 in B minor, Opus 74, "Pathétique"

One of Britten's most overlooked pieces in the United States, his Violin Concerto is stunning in its emotional impact. This performance features Rainer Honeck, brother to the PSO's maestro. This program opens with Maestro Honeck's arrangement of an operatic score turned concert piece, a suite from *Rusalka*. It ends with the Pathétique Symphony, the composer's powerful farewell to life.

Space Reservation: 3/16 Artwork Deadline: 3/30

This book contains two subscription concert weekends

DEMOGRAPHICS FOR PSO AUDIENCE

Education	% with a Degree or Greater
PSO	73.7%
Pittsburgh Average	38.4%
Affluence	% with a Household Income Greater than 75K
PSO	56.6%
Pittsburgh Average	33.8%
Homeowners	% of Homeowners
PSO	89.1%
Pittsburgh Average	75.5%



BNYMGC May 8 – 17

May 8-10, 2015 "Disney FANTASIA"

Ward Stare, conductor
• Disney FANTASIA:
Live in Concert



A spectacular evening of color, magic, innocence, drama, creativity and music — along with Mickey Mouse — the Pittsburgh Symphony performs live to scenes from Walt Disney's original *Fantasia* and *Fantasia 2000*.

May 15-17, 2015 "The Sound of the Modern Symphony"

Michael Francis, conductor
Anne Martindale Williams, PSO principal cello
Jamie Barton, mezzo-soprano*

- Bates: *Alternative Energy* (PSO premiere)
- Heggie: *The Work at Hand*: Symphonic Songs for Cello & Mezzo-Soprano (PSO co-commission)
- Bartók: Concerto for Orchestra



When offered a commissioned concerto, Pittsburgh Symphony principal cellist Anne Martindale Williams made an unusual request — a piece for cello and voice and orchestra written by American Jake Heggie, composer of operas *Dead Man Walking* and *Moby Dick*. Their text, a poem by Laura Morefield written during her struggle with cancer, is a poignant reflection on the unknown. Bartók's Concerto for Orchestra showcases the expressive power and versatility of the modern orchestra with each section presented as a collective of soloists. Another Bates' piece, *Alternative Energy*, receives its Pittsburgh Symphony premiere.

Space Reservation: 4/13 Artwork Deadline: 4/27

This book contains two subscription concert weekends

Rates for BNY Mellon Grand Classics

Ad Size	1x		
Cover	\$1,350	Half Page	\$ 900
Full Page	\$1,200	Quarter Page	N/A

See Mechanical Requirements furnished in the advertising package.

BNYMGC May 29 – June 14

May 29 & 31, 2015 "Dance and Flight"

Juanjo Mena, conductor
Nancy E. Goeres,
PSO principal bassoon

- Debussy: "Ibéria," No. 2 from *Images*
- Ludwig: *Pictures from the Floating World* for Bassoon and Orchestra
- Ginastera: *Panambi*: Suite from the ballet
- Ginastera: Four Dances from *Estancia*
- De Falla: Interlude and Dance from the opera *La Vida Breve*



A feast for the senses, this program features Nancy Goeres, Pittsburgh Symphony principal bassoon, performing *Pictures from the Floating World*. The languid tone continues through pieces by Debussy and Ludwig. Ginastera and De Falla turn up the heat and the tempo with Argentinean rhythms and energetic opera dances respectively.

June 12-14, 2015 "Mahler's 'Titan': Season Finale"

Manfred Honeck, conductor
Yefim Bronfman, piano
Cynthia Koledo DeAlmeida, PSO principal oboe

- Fletcher: Concerto for Oboe and Orchestra (PSO commission/ world premiere)
- Liszt: Concerto No. 2 in A major for Piano and Orchestra
- Mahler: Symphony No. 1 in D major



Grammy Award-winning pianist Yefim Bronfman closes the season with a brilliant performance of Liszt's demanding piano concerto. Mahler's Symphony No. 1 closes the program with far away music that then marches through a story of victory and ends with a blaze of glory. The program opens with the third in Alan Fletcher's series of concertos for the Pittsburgh Symphony's woodwind principals, which will be performed by Principal Oboe Cynthia Koledo DeAlmeida.

Space Reservation: 5/1 Artwork Deadline: 5/15

This book contains two subscription concert weekends

pittsburghsymphony.org

Programs, artists and dates are subject to change.

For tickets call 412-392-4900; visit the Heinz Hall Box Office, the Box Office at Theater Square or online at pittsburghsymphony.org or CulturalDistrict.org

For advertising information call Elaine A. Nucci at 412-471-6087 or email at Nucci@CulturalDistrict.org

 PITTSBURGH SYMPHONY ORCHESTRA
BNY MELLON GRAND CLASSICS

BNYMGC June 5 – 7

June 5-7, 2015

“BeethovenFest: The Immortal”

Manfred Honeck, conductor
Christian Tetzlaff, violin
Simona Saturova, soprano
Jennifer Johnson Cano, mezzo-soprano*
TBD, tenor
Liang Li, bass
Mendelssohn Choir of Pittsburgh

- Beethoven: Concerto in D major for Violin and Orchestra, Opus 61
- Beethoven: Symphony No. 9 in D minor, Opus 125, “Choral”

The final weekend of the BeethovenFest, “Beethoven, the Immortal,” finishes triumphantly. Beethoven’s only violin concerto is noble, majestic and one of the happiest pieces he ever wrote. Beethoven’s famous, moving Ninth Symphony ends the program.

Space Reservation: 5/11

Artwork Deadline: 5/22



Rates for BNY Mellon Grand Classics

Ad Size	1x		
Cover	\$1,350	Half Page	\$ 900
Full Page	\$1,200	Quarter Page	N/A

See Mechanical Requirements furnished in the advertising package.

Programs, artists and dates are subject to change.

For tickets call 412-392-4900; visit the Heinz Hall Box Office, the Box Office at Theater Square or online at pittsburghsymphony.org or CulturalDistrict.org

For advertising information call Elaine A. Nucci at 412-471-6087 or email at Nucci@CulturalDistrict.org

pittsburghsymphony.org

The Pittsburgh Symphony Orchestra invites performers from around the globe to entertain Heinz Hall patrons. Additional shows offer anything from classical, spiritual, pop, show tunes, ethnic dance, and special concerts from rock ‘n roll, R & B and everything in between. Listed are the newest shows added to the schedule since the last ratebook printing.

Indigo Girls

April 30, 2015

Space Reservation: 4/6

Artwork Deadline: 4/17

Twenty years after they began releasing records as the Indigo Girls, Amy Ray and Emily Saliers are still doing what they do best: bringing their sublime harmonies to their heartfelt catalog of songs. Audiences will hear all-time favorites like “Kid Fears,” “Power of Two” and “Closer to Fine,” all performed with the Pittsburgh Symphony Orchestra.

Ray and Saliers first performed with an orchestra in 2001 during a series of shows with the Atlanta Ballet. This marks their debut with the Pittsburgh Symphony.

Photo Credit: Jeremy Cowart



Pittsburgh Symphony Orchestra and Steve Hackman FUSE@PSO: Brahms + Radiohead

June 24, 2015

Space Reservation: 5/29

Artwork Deadline: 6/11



PSO Sensory Friendly Performance CELEBRATE PITTSBURGH

June 27, 2015

Space Reservation: 6/3

Artwork Deadline: 6/16

The Pittsburgh Symphony Orchestra is very excited to present its first sensory-friendly performance at Heinz Hall on Saturday, June 27, 2015!

Everyone is invited to join the symphony and Resident Conductor Lawrence Loh for a musical celebration of Pittsburgh in a welcoming, inclusive and relaxed environment designed especially for patrons of all ages with autism spectrum disorders, sensory sensitivities and other disabilities.

Rates for Pittsburgh Symphony Heinz Hall Specials

Ad Size	1x
Cover	\$500
Full Page	\$400
Half Page	\$350
Quarter Page	N/A

See Mechanical Requirements furnished in the advertising package.

Johnny Mathis with the Pittsburgh Symphony Orchestra

July 16, 2015

Space Reservation: 6/22

Artwork Deadline: 7/6

Diana Krall with the Pittsburgh Symphony Orchestra

July 23, 2015

Space Reservation: 6/26

Artwork Deadline: 7/10

A Night of Symphony Rock with John Elefante of Kansas WITH THE PITTSBURGH SYMPHONY ORCHESTRA

July 25, 2015

Space Reservation: 6/26

Artwork Deadline: 7/13

Distant Worlds: Music from Final Fantasy® WITH THE PITTSBURGH SYMPHONY ORCHESTRA

August 1, 2015

Space Reservation: 7/6

Artwork Deadline: 7/20

**Additional shows are to be added
to the Summer 2015 Season
Reserve your spaces now.**

Programs, artists and dates are subject to change.

**Check with Elaine A. Nucci at 412-471-6087 or
email at Nucci@CulturalDistrict.org for more
advertising opportunities as they become available.**

MORE ADVERTISING OPPORTUNITIES

Special Program Inserts, Ticket Backs and Grab-n-Go Calendars



SEASON TICKET BACKS

Reach District audiences before they take their seats. Have your ad/coupon on the back of the subscriber tickets which are mailed out at the beginning of the season to all the season ticket holders. (Quantities and investment vary by arts organization) Reach theatregoers before they make their evening plans.

Contact Elaine Nucci to learn about ticket back opportunities.

Mechanical Requirements are customized to individual arts organizations so call Elaine Nucci 412-471-6087 for details.

Net Monthly Investment varies by organization.

SPECIAL ADVERTISING INSERTS

Special Placement of your furnished ad sheet, bi-fold or tri-fold sized to be inserted in between printing signatures. Ask to see a sample. This ad will "Pop Out" and grab the program reader's eye. A Premium Placement for a Premium Investment to get your message in our patrons' hands as soon as they open the program.

Net Monthly Investment varies by arts organization.

Check with Elaine Nucci for Specifics. 412-471-6087 or email Nucci@CulturalDistrict.org



E-mail all artwork to Nucci@CulturalDistrict.org and Markewinski@CulturalDistrict.org