

The background of the entire page is a photograph of a stage with heavy, dark red curtains. The curtains are slightly parted at the bottom, revealing a wooden floor. The lighting is dramatic, with a spotlight effect on the center of the stage.

LocalTheatreNY.com

BurlesqueNY.com

Advertising Media Kit 2011 - 2012

An Alliance Media Company NYC

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More Than Just a Typical Theatre Website!

On November, 2011, **LocalTheatreNY.com** celebrates its 5th **Anniversary** serving the NY Metro area's local independent theatre community. We are proud of our unique approach and success and hope to share this success with you!

LocalTheatreNY.com was originally and organically created to serve as an online blog for the many independent and community theatre groups in the tri-state area that had no place to go to exchange information, announce auditions, promote new shows, share services and theatre related ideas. From its humble beginnings, we knew we were on to something new and exciting. Except for a few very local websites and some local newspapers that covered this type of theatre, no one was working to bring together these small groups or promote these types of staged productions throughout NYC area.

Originally focused on nothing more than community theatre groups in the boroughs, LocalTheatreNY.com started to expand thanks to the demands of our growing viewership and audience. From church-basement groups, to the more sophisticated independent producers, college theatre groups, to long-established companies throughout the city, the site grew and so did its followers! What was originally a handful of local producers, actors and theatre lovers is now a growing community of enthusiasts from all walks of life who enjoy the arts, theatre, cabaret, burlesque, off Broadway, Broadway and so much more. Our online community has indeed become quite diverse.

In fact, we've expanded so quickly that we've now have added pages dedicated to Broadway and Off-Broadway, The Business of Theatre, Listings, Auditions and even original Video content. Last year, by popular demand, we even created a sister site called **BurlesqueNY.com!**

Alliance Media & Communications – LocalTheatreNY.com | BurlesqueNY.com
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c/o Roy Arias Studios, 5th Floor

We Don't Offer Advertisers an **AUDIENCE**, We Offer a Growing Theatre **COMMUNITY**.

At **Local TheatreNY.com** we make it our job to personally know and communicate with as many of our online community as possible. We know it would never be possible to accomplish this 100%, but we try to add that personal touch nonetheless. From community theatre producers to Burlesque performers, actors, singers and theatre goers, we believe in bringing a traditional community approach to a new online media... and it works! We have Vimeo and Youtube Channels, we are on Facebook, Twitter and we are easily accessible to all.

- Approximately **79%** of our community lives and works in the NY Tri-state area*
- **65%** are involved in theatre and the arts, including actors, producers, & directors
- **Almost all** of our community/ viewers are interested in attending the Theatre.
- Most of our community is **16-45** years of age.
- **53%** Female - **47%** Male
- **Video** content is our hottest new destination!
- Our Subscribers have grown from **3k** to more than **9k** in just one year!
- Our community is mostly **College Educated**, **professional** and **employed**.
- Our Community are **repeat theatre goers!**



* Proprietary Online Survey, 2010

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LocalTheatreNY.com is all about
Independent, NY THEATRE!

LocalTheatreNY.com

INDEPENDENT | LOCAL | COMMUNITY | CHILDREN'S | BURLESQUE | CABARET | VARIETY | MUSICAL REVIEWS

This is LOCAL Theatre LOCAL Theatre UPDATE BROADWAY SHOWS OFF BROADWAY SHOWS LOCAL Theatre LISTINGS LOCAL Theatre AUDITIONS
MANHATTAN Theatre Groups QUEEN'S Theatre Groups BRONX Theatre Groups BROOKLYN Theatre Groups LONG ISLAND Theatre Groups

OTHER SITES ARE...

- ***Mostly about Broadway***
- ***Mostly a ticket selling service***
- ***Reviews***
- ***Theatre Audiences***
- ***Big Budget Productions***
- ***Large Media Websites***
- ***Big Business, Big Advertisers***
- ***Broad Reach & Expensive***
- ***Tourist Driven***

LocalTheatreNY.com IS...

- ***All NYC Theatre, especially the INDIES***
- ***Promoting Theatre Arts***
- ***Interviews, Profiles, Tutorials***
- ***Community Driven***
- ***Theatre Groups of all sizes***
- ***Organic Web Community***
- ***Small – Medium Theatre Related Businesses***
- ***Targeted & Affordable***
- ***Local Repeat Enthusiasts***

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At LocalTheatreNY.com WE PROMOTE Independent, NY THEATRE

We offer 3 basic Advertising OPTIONS

- Run of Site Banner advertising
- Promotional Video Content Advertising
- HTML and Newsletter Email Blast Advertising

HTML
E-Blast
Ads

VIDEO PRE-ROLL or
CUSTOM CONTENT



LocalTheatreNY.com

ADVERTISING RATES Part 1

ALL Advertising Rates are based on MONTHLY Flat FEES, payable online via secured major credit card. All our rates are low cost compared to other major websites of the same size. Ads can be designed and created for an additional fee and require a one week turnaround. Only pre-paid ads will be designed. Combo Advertising Packages significantly lower the cost of your total advertising package.

We offer 3 basic Advertising OPTIONS

- **Run of Site Banner advertising**

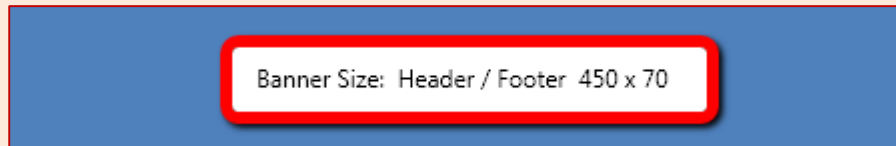
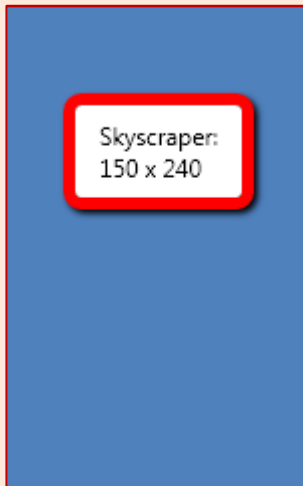
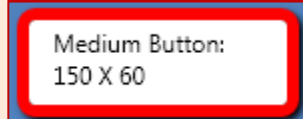
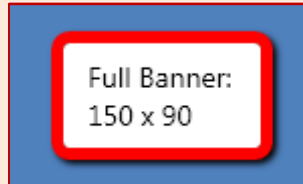
Banners come in four basic sizes:

Medium Button (150x60 Pix)	\$35 Per Month
Full Banner (150x90)	\$50 Per Month
Vertical Tall Banner – Skyscraper (150x240)	\$75 Per Month
Header & Footer Banners – (450x70)	\$150 Per month (header) \$50 Per Month (footer)

- *Promotional Video Content Advertising – See Part 3*
- *HTML and Newsletter Email Blast Advertising – See Part 4*

LocalTheatreNY.com

ADVERTISING RATES Part 2 (sizes)



Specifications:

Format: GIF, JPEG or Animated

Resolution: 96 DPI

Size: 30 KB or less

Animated: 30 KB or less

Local TheatreNY.com accepts JPGs or GIFs (plain or animated), optimized for display on the web.

Ads served by a third party not accepted.

Always include URL to which banner should link.

All Banners are linked. Looping (3 frames max) and flash are available.

Server or client side code is not accepted



Actual Sizes Represented by BLUE Areas above

LocalTheatreNY.com

ADVERTISING RATES Part 3 - Video

Promotional Video Production is a GREAT way To Promote your production, business or event!

LocalTheatreNY.com offers 3 ways to use video:

1. LocaltheatreNY.com can create and run a promotional video stand alone or as a pre-roll to one of our content videos (such an interview) on our site.
2. LocaltheatreNY.com will sell SPONSORSHIPS to existing video content by adding banners and logos to the online video content.
3. LocaltheatreNY.com can create an advertorial or instructional video for your company and run it on our site

All of the above options vary in PRICE. Please call us for more information, quotes and details. All VIDEO produced for marketing purposes by LocalTheatreNY.com will run on our websites, YouTube and Vimeo Channels, Facebook and are encouraged to be shared publicly by the advertiser and all their affiliates.



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ADVERTISING RATES Part 4 – E-Blasts



HTML
E-Blast
Ads

OUR e-Blasts are Targeted to 9000+ Organically grown subscribers!

LocalTheatreNY.com offers 2 ways to use e-blasts

- 1. Bi-Weekly HTML Newsletter** – Sent out every other Thursday, you can run an ad on the newsletter (ad sizes and prices are the same as Banner ads and include 2 blasts per purchase). Or...
- 2. CUSTOM HTML e-Blast** – Custom designed e-Blast sent out upon advertisers request to our entire list. This type of e-blast is limited to no more than 2 per-month and rates are based on Frequency:

\$100 - 2 Blasts (includes basic design)

\$150 - 4 Blasts

\$175 - 6 Blasts

\$300 - 12 Blasts

For more Information, Contact us.

Burlesque is **HOT!**

BurlesqueNY.com

The Sexiest Performance Art the Greatest City in the World has to offer!

Last year, **LocalTheatreNY.com** formally introduced **BurlesqueNY.com** by popular demand. Burlesque is today more popular than ever and no city offers a greater array of Burlesque events than New York City! From Coney Island to the Lower East Side to Brooklyn's Park Slope, Burlesque performances and performers are popping up and taking it off EVERYWHERE!

A new BurlesqueNY.com sub-site, along with its own unique landing page, listings and video content, Facebook, YouTube and VIMEO channels and Burlesque related coverage, BurlesqueNY.com is the ONLY site in the NY area exclusively dedicated to promoting the art of Burlesque and the people who make it exciting.

Rates for BurlesqueNY.com are the same as LocalTheatreNY.com and for now all audiences are inclusive of each other.

FOR MORE INFORMATION ON BurlesqueNY.com advertising, please contact us at 646-285-3033 or email us at BurlesqueNY@gmail.com

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OTHER SERVICES

*Our expertise in Local and Independent Theatre is more than 20 Years Strong!
Call us about some of our other services:*

VIDEO PRODUCTION Services - Low cost, Hi-Def video recording of your event or production, promotional videos, on-line commercials.

GRAPHIC DESIGN – Quick Turnaround design of flyers, logos, posters, postcards and more.

PR/ PUBLIC RELATIONS Services – Promote your business, event or production.

MARKETING CONSULTING - Build audiences with our proven traditional and newer online marketing strategies.

PROFESSIONAL PHOTOGRAPHY – events, headshots, and more.

SET DESIGN – Professionally designed Scenery and Sets.

CALL US FOR MORE DETAILS, COSTS AND INFORMATION

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