

# MEDIA KIT • Advertising

## Most Popular Ad Packages

### E-BLAST FEATURE AT \$50

- Image Dimensions: 300 x 200 pixels
- Text Guidelines:
  - Title** - 64 Characters
  - Date & Time** - 64 characters
  - Where** - 64 Characters
  - Where Link (URL)** - 255 characters
  - Info** - 500 Characters
  - 'Tickets' Text** - 64 Characters
  - 'Tickets' Link (URL)** - 255 characters

### STANDARD AD PACKAGE AT \$200

#### Rates

- For Profits \$370.00
- Non-Profits \$200.00
- Dance/USA members \$160.00

#### Includes

Ad package #1 includes a banner ad on the most popular pages of the Dance/NYC website – the homepage, the dance calendar page, and the dance map page. It also includes an e-blast feature. All website banner ads remain up for 7 days.



### The Details

Home Page Ad x 1

Image Dimensions: 145 x 625 pixels

Calendar Ad x 3 (Overview by Month, Auditions Filter, & View by Week)

Image Dimensions: 450 x 175 pixels

Map Ad x 1 (Overview - All Boroughs)

Image Dimensions: 610 x 110 pixels

E-Blast Feature

Image Dimensions: 300 x 200 pixels

Text Guidelines: see above

