# THE CENTER FOR THE PERFORMING ARTS

### **CENTER PRESENTS - ADVERTISING GUIDELINES**

## **Printed Program Advertising:**

Issue 1, 3, 4 Issue 2 - Holiday

Full Page \$1,400.00 \$1,540.00 1/2 Page \$850.00 \$935.00

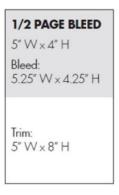
Nonprofit discount: 20% off the regular price.

Rates per program printing. Center Presents prints four editions plus a Holiday program.

### **Ad Specs**









All advertisements must be approved by the Center for the Performing Arts marketing department.

Please submit file as a press-ready PDF with your company name in the file title to <a href="mailto:advertising@thecenterpresents.org">advertising@thecenterpresents.org</a>. Image resolution and graphics should be a minimum of 300 DPI and in CMYK color mode. Create the press-ready PDF with all printer marks, including color bars, crop marks and page info.

## **Artwork Deadlines and Publish Dates**

ISSUE	Estimated Events*	AD DEADLINE	PRINT DATE	PUBLISH DATES
Issue 1	14	June 24	July 26	August 1 – October 31, 2024
Issue 2 - Holiday	14	September 23	October 16	November 1 – December 31, 2024
Issue 3	18	November 25	December 20	January 1 – March 31, 2025
Issue 4	11	February 19	March 17	April 1- May 31, 2025

\*As of August 2024

#### **Center Presents Patron Profile:**

Information based on 2021-2022 Season

⊢⋴	ucation	•
∟u	ucation	

Laacati	College Degree +	48%		
Income	:			
	\$50k-\$75k	14%	\$75k-\$100k	22%
	\$100k-\$150k	16%	\$150k+	24%
Age:				
	44 & under	21%	45-54	18%
	55-65	19%	65+	18%
Sex:				
	Male	29%	Female	42%

# THE CENTER FOR THE PERFORMING ARTS

To purchase an ad, please fill out the form below and submit to Advertising@TheCenterPresents.org

Company name:
ddress:
rimary Contact:
hone: Email:
creative Contact:
illing Contact:
ize of Ad: □ Full-Page □ Half-Page
ssues:   Issue 1 Issue 2 (Holiday) Issue 3 Issue 4
dvertising fee:
Ionprofit/501(c)3 number: (if requesting nonprofit discount
illing notes:
<ul> <li>Payment due prior to issue print date</li> <li>Checks payable to the Center for the Performing Arts</li> </ul>
ignature:
rinted Name:
nate: