

YOUR AUDIENCE AWAITS!

An **ECONOMICAL & EFFECTIVE** targeted way to reach an **IDEAL & ENGAGED** demographic.

Centre Stage is the only targeted lifestyle magazine placed directly in the hands of captive audiences for proven readership at **ALL** events at the FirstOntario Performing Arts Centre.

Copies are also delivered directly to select Niagara homes and are available at all city buildings and at partnering establishments throughout the region.

- Arts lovers with discretionary income and time for lifestyle spending.
- Average household incomes over \$100,000.
- Over 75% of our patrons are well-educated working or retired professionals, ranging in age from 35-65.
- A minimum of **40,000** copies are printed and distributed every edition.
- Advertising starts as low as one penny per copy!



Advertising Rates, Dates & More

NEW SEASON ANNOUNCE BROCHURE

May 15, 2018
Ad deadline: Apr. 15, 2018

KICK OFF EDITION

Sept. 1, 2018
Ad deadline: Aug. 1, 2018

HOLIDAY EDITION

Nov. 15, 2018
Ad deadline: Oct. 15, 2018

SPRING EDITION

Feb. 15, 2019
Ad deadline: Jan. 15, 2019

NEW SEASON BROCHURE/ CENTRESTAGE MAGAZINE

FULL PAGE - \$1350

5.5" wide x 8.5" long (5.75" wide x 8.75" long with bleed)

1/2 PAGE - \$800

5.5" wide x 4.25" long

QUARTER PAGE - \$400

2.75" wide x 4.25" long

PREMIUM POSITIONS:

CENTRE SPREAD - \$2700

OUTSIDE BACK COVER - \$2500

INSIDE FRONT COVER - \$2000

INSIDE BACK COVER - \$2000

PAGE 3 OR 5 - \$1750

**10% OFF
DISCOUNT**
for full season
commitment!

OTHER OPPORTUNITIES

FLYER INSERTION AT PERFORMANCES

Provide printed promotional pieces to be inserted into *Centre Stage* magazines and put directly into the hands of patrons before specific HOT TICKET events of your choice.

1 performance for \$75 (500 flyers)

5 performances for \$250 (2000 flyers)

20 performances for \$750 (5000 flyers)

*Flyers must not exceed magazine size, be supplied/delivered by the advertiser and be booked in advance.
Maximum of 3 flyers inserted per performance.

POSTER DISTRIBUTION

\$150 per 100 posters regional

TICKET ENVELOPE BACK COVER

\$2500 for entire season

Accompanies all tickets purchased at Box Office.

3.25" wide x 7" long (3.375 wide x 7.125" long with bleed)

PRINT AT HOME TICKET ADVERTISING

HOT TICKET EVENTS

\$200 per month or \$1200 per year

ALL EVENTS

\$75 per show or \$400 per series

Supplied by the advertiser as a PDF 5.25" x 4".

ON-SITE DIGITAL SIGNAGE

Project your message directly in front of audiences prior to HOT TICKET performances.

Partridge Hall \$200 per month

Lobby Screens \$200 per month

The Film House \$200 per month

ALL venue and lobby screens \$500 per month

Supplied by the advertiser as a JPEG 1920px by 1080px at 72 dpi.

TARGETED DIGITAL/SOCIAL MARKETING

Sponsored social media ads and strategies.

\$150 minimum spend. Graphics and copy to be supplied by the client.

E-BLAST TO 20,000+ SUBSCRIBERS

\$300 per e-blast

Supplied by the advertiser as a JPEG 610px by 250px at 96 dpi.

Plus maximum of 200 words of text and links.

10% OFF - Multiple ads
10% OFF - Non-profit organization

**FOR ALL ADVERTISING, SPONSORSHIP
OR PARTNERSHIP INQUIRIES**

Please contact Kayley Corupe

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