



FirstOntario

PERFORMING ARTS CENTRE

# ADVERTISING OPPORTUNITIES





# ADVERTISING OPPORTUNITIES

## WITH THE FIRST ONTARIO PERFORMING ARTS CENTRE

The PAC showcases and hosts 650+ music, dance, theatre, film, comedy, speakers, meetings and community gathering events year round. With over 100,000 patrons through our doors annually, 580,000 website visitors, 26,000+ email subscribers and 29,000+ social media followers, the PAC's audience of highly-engaged and loyal consumers represent a valuable marketing opportunity for your business.

Supporting the performing arts through partnership, sponsorship and advertising is good for business. Whether you are looking to build brand awareness and recognition, enhance your image in the community or build your reputation for good corporate citizenship, partnering with the FirstOntario Performing Arts Centre can have positive impacts on your bottom line.

### Advertising Opportunities

The PAC offers both print and digital advertising options including:

- **CentreStage Magazine** – annual 50 page magazine featuring upcoming programming, artist profiles and more.
- **Onsite Digital Signage** – options for our partners to advertise their message on LCD display screens.
- **Email Marketing** – options for our partners to reach our subscriber database via dedicated e-blasts and banner advertising.
- **Social Media Campaigns** – options for our partners to advertise their message via the PAC's social media channels.
- **Rack Cards** – options for our partners to have print promotion material developed and on display.
- **Website Banner** – options for our partners to advertise on our website homepage.
- **Local Radio Spot** – options for our partners to advertise on-air to our local audience including script development & production.

*See samples and find more details on the following pages.*

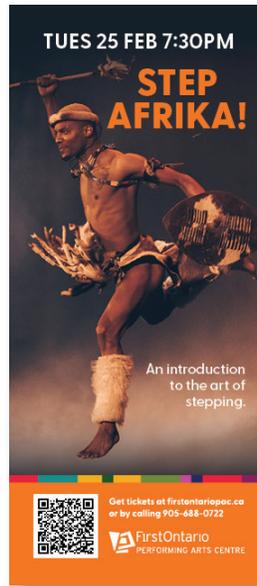
**FOR THE LOVE  
OF THE ARTS.**

**FOR ALL ADVERTISING INQUIRIES CONTACT:**  
Helen Lefler, Marketing & Communications Manager  
hlefler@firstontariopac.ca | 905-322-9837

## Publications



## Rack Card



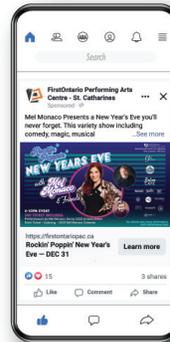
## Website Homepage Slider



## Dedicated E-blast Campaign



## Social Media Campaign



## On-Site Digital Signage



See details on these advertising opportunities on the following pages.

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# CENTRESTAGE MAGAZINE

The FirstOntario Performing Arts Centre's CentreStage Magazine is published annually in the Fall and February during the PAC Presents Season and features profiles on upcoming shows and featured artists and a full calendar of upcoming programming being presented at the PAC by our local arts partners.

## Reader Profile

CentreStage Magazine readers:

- possess the discretionary income and time for lifestyle spending.
- consist of dual-income households.
- are primarily well-educated working or retired professionals ages 35-65.

## Circulation and Distribution Highlights

CentreStage Magazine is published semi-annually in the all and February in both print and digital editions.

10,000 printed copies of each issue are:

- direct mailed to the PAC's most engaged members and ticket buyers.
- placed directly in the hands of audiences at performances and events at the FirstOntario Performing Arts Centre.
- available at select City of St. Catharines buildings and partnering establishments throughout Niagara.

Our digital distribution includes:

- 20,000+ members of our loyal email database.
- full PDF version available on our website, social and other digital media outlets and partners.

## Deadlines

Booking deadline for Centrestage is SEPT 1.

## CentreStage Magazine Ad Rates and Specifications



**Rates** HST is applicable to all rates.

**1/2 PAGE AD \$1,000**  
8.5" w x 5.125" h

**1/4 PAGE AD \$700**  
4.125" w x 5.125" h

**Premium Positions**

**Centre Spread \$3,500**

**Outside Back Cover \$2,500**

## Available Discounts

**Non-profit organizations receive 10% off all bookings.**

Contact us for details.

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# ON-SITE DIGITAL SIGNAGE

Project your advertising message directly to FirstOntario Performing Arts Centre patrons prior to events and performances on our digital lobby screens. These LCD screens feature engaging video and artwork to promote upcoming events at the PAC. A maximum of 30 looping messages are featured ensuring a high volume of impressions for each advertiser. *On-Site Digital Signage is available to PAC partners, sponsors and rental partners only.*

## On-Site Digital Signage

**Rates** HST is applicable on all rates.  
**LOBBY SCREENS \$350 per month**

## Artwork Specifications

Final digital signage artwork to be provided by advertiser.  
Artwork Size: 1920 pixels wide x 1080 pixels high at 72 dpi.  
Supply 1 file in JPG or PNG format.

## Deadlines

Contact us for availability. All final artwork assets must be submitted by advertiser 10 business days before start date.

## Available Discounts

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# DIGITAL CAMPAIGNS

With over 20,000 email subscribers and 29,000+ social media followers, reaching PAC's loyal audiences via email marketing and paid social media campaigns is an excellent way to increase ticket sales for your event, or to reach engaged consumers with other relevant marketing messages. *Digital Campaigns are available to PAC partners, sponsors and rental partners.*

## Email Marketing

### Dedicated E-blast Campaign

A dedicated e-blast exclusively features your content and is deployed to a custom email list selected from our 20,000+ email subscriber list. Our Digital Marketing Team will curate the mailing list for your e-blast that matches the desired target audience for your event to subscriber profiles in our database in order to achieve optimal response. Your rate includes the production, programming and deployment of one e-blast campaign using our email marketing platform. Dedicated E-blasts are subject to availability.

### E-blast Banner Ad

An alternative to a Dedicated E-blast Campaign is a Banner Ad. We will embed your banner artwork with a link to your website in the footer area of one of the PAC's scheduled e-blasts. E-blast Banner Ads are subject to availability.

**Rates** HST is applicable on all rates.

**DEDICATED E-BLAST \$350 (maximum 1 dedicated e-blast per month)**

**E-BLAST BANNER AD \$175**

## Artwork Specifications

### DEDICATED E-BLAST

Final content to be provided by advertiser as follows:

Artwork 1920 pixels wide by 1080 pixels high at 72 dpi

Logo: vector EPS or hi-res transparent PNG format

Copy/Text: 250 words maximum

### E-BLAST BANNER AD

Final banner ad artwork to be provided by advertiser as follows:

Artwork Size: 1200 pixels wide x 240 pixels high at 72 dpi.

Supply 1 file in JPG or PNG format.

## Social Media Campaigns

A paid media campaign deployed through the FirstOntario Performing Arts Centre's social media channels (Facebook and/or Instagram.) Our Digital Marketing Team will plan and execute your campaign using assets you provide. Ads will be targeted to appropriate geographic and demographic audiences with interests that align with your event or program.

**Rates** HST is applicable on all rates.

**CAMPAIGN SET UP FEE \$175**

**PAID MEDIA INVESTMENT \$500 minimum spend**

## Artwork Specifications

Final artwork to be provided by advertiser.

Artwork Size: provide up to 2 graphics in JPG or PNG format -

1. 1080 pixels wide x 1080 pixels high at 72 dpi
2. 1920 pixels wide x 1080 pixels high at 72 dpi

Video Option: contact us for specifications.

Copy/Text: provide as follows -

1. Headline: 27 characters maximum
2. Primary Text: 125 characters maximum

## Website

### Homepage Slider

Homepage website banner ad viewed on average 150,000 times monthly with direct CTA to event listing on our website.

**Rates** HST is applicable on all rates.

**HOMEPAGE BANNER AD \$550/month**

## Artwork Specifications

1920 pixels wide x 600 pixels high at 72 dpi.

Supply 1 file in JPG or PNG format.

## Deadlines

Contact us for available email and social media campaign dates. All final artwork assets must be submitted by advertiser 10 business days before campaign deployment/start dates.

## Available Discounts

**Non-profit organizations receive 10% off all bookings.** Contact us for details.

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# MEDIA & COLLATERAL

In addition to digital and print advertising opportunities, we offer local radio booking and printed collateral to be displayed in house.

## Media

### Local Radio

A 30 second radio spot to showcase your upcoming performance to Niagara residents with one of our trusted station providers 105.1 The River or 101.1 More FM. Includes script development & production for 1 week of 30 second spots. 30 second track to be provided by advertiser.

**Rates** HST is applicable on all rates.

**RADIO AD \$1000**

## Collateral

### Rack Card

A 4X9" cardstock double sided handout available for pickup or placed in racks at the Performing Arts Centre Box Office. Copy and images are to be provided by advertiser. Proof will be sent before going to print including a QR code to your performance.

**Rates** HST is applicable on all rates.

**250 Printed Rack Cards \$250.**

### Artwork Specifications

Copy: 65 words max

Image: Shot of performer(s). No graphics. No images with text. High res preferred.

Over 1000px wide.

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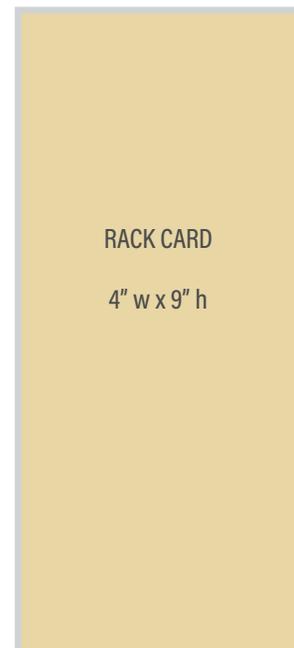
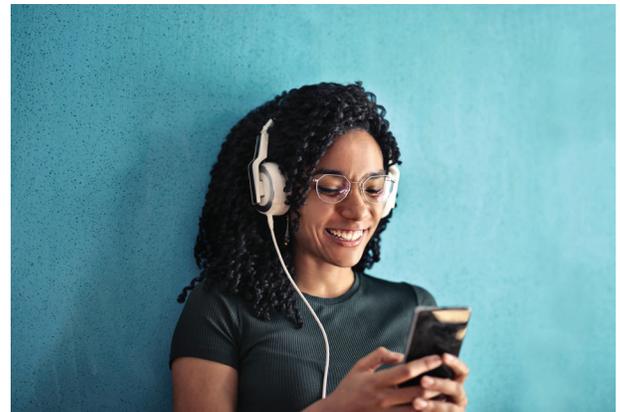
### Available Discounts

**Non-profit organizations receive 10% off all bookings.**

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### Deadlines

10 business days prior to desired deployment date.



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