

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

The diagrams illustrate four ad specifications:

- FULL PAGE BLEED:** Dimensions 5" W x 8" H. Trim: 5" W x 8" H. Bleed: 5.25" W x 8.25" H. Live Area (KEEP CRITICAL CONTENT WITHIN AREA): 4.5" W x 7.5" H.
- FULL PAGE NO BLEED:** Dimensions 4.5" W x 7.5" H. Trim: 5" W x 8" H.
- 1/2 PAGE BLEED:** Dimensions 5" W x 4" H. Bleed: 5.25" W x 4.25" H. Trim: 5" W x 8" H.
- 1/2 PAGE NO BLEED:** Dimensions 4.5" W x 3.75" H. Trim: 5" W x 8" H.

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 advertising@thecenterpresents.org.

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

Education:

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%

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

Company name: _____

Address: _____

Primary Contact: _____

Phone: _____ Email: _____

Creative Contact: _____

Billing Contact: _____

Size of Ad: Full-Page Half-Page

Issues: Issue 1 Issue 2 (Holiday) Issue 3 Issue 4

Advertising fee: _____

Nonprofit/501(c)3 number: _____ (if requesting nonprofit discount)

Billing notes:

- Payment due prior to issue print date
- Checks payable to the Center for the Performing Arts

Signature: _____

Printed Name: _____

Date: _____