

CENTER FOR THE PERFORMING ARTS

CENTER PRESENTS - ADVERTISING GUIDELINES

Printed Program Advertising:

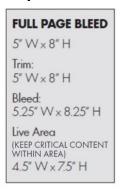
Issue 1, 3, 4 Issue 2 - Holiday

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

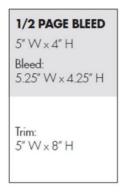
Nonprofit discount: 20% off the regular price.

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 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%

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 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 Allied Solutions Center for the Performing Arts Signature:

Printed Name:

Allied Solutions® CENTER FOR THE PERFORMING ARTS