

# 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

<b>FULL PAGE BLEED</b> 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	<b>FULL PAGE NO BLEED</b> 4.5" W x 7.5" H Trim: 5" W x 8" H	<b>1/2 PAGE BLEED</b> 5" W x 4" H Bleed: 5.25" W x 4.25" H Trim: 5" W x 8" H	<b>1/2 PAGE NO BLEED</b> 4.5" W x 3.75" H Trim: 5" W x 8" H
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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](mailto: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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# CENTER FOR THE PERFORMING ARTS

To purchase an ad, please fill out the form below and submit to [Advertising@TheCenterPresents.org](mailto: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 Allied Solutions Center for the Performing Arts

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_



# CENTER FOR THE PERFORMING ARTS

Date: \_\_\_\_\_