

THE CENTER FOR THE PERFORMING ARTS

CENTER PRESENTS - ADVERTISING GUIDELINES

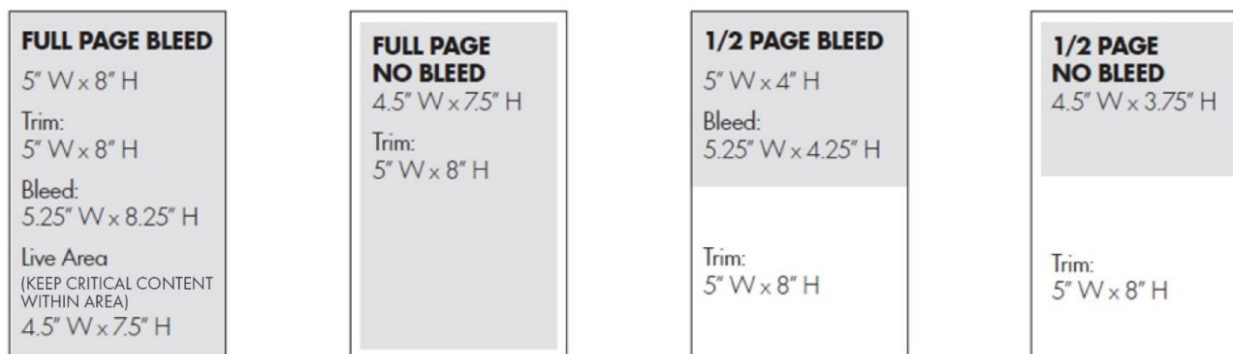
Printed Program Advertising:

	Issue 1, 2, 4, 5	Issue 3 - 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	5	June 12	July 3	July 19 – August 31, 2023
Issue 2	11	July 24	August 14	September 1 – October 31, 2023
Issue 3 - Holiday	18	September 25	October 16	November 1 – December 31, 2023
Issue 4	9	November 20	December 11	January 1 - March 30, 2024
Issue 5	6	February 19	March 14	April 1 - June 30, 2024

*As of March 2023

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

THE CENTER FOR THE PERFORMING ARTS

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 4 Issue 5

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: _____