

UPDATE ON DANCE.NYC: NEW SLIDING SCALE AD PRICING

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By Dance/NYC

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Beginning May 1, 2023—in alignment with our values of Justice, Equity, and Inclusion—Dance/NYC will shift our ad pricing model to a sliding scale based on budget size. With this change, we hope to make our advertising packages more accessible for New York City dance workers and entities, and to address the gap in resources that exists across the industry.

The data derived from our 2020 research study on [Small-Budget Dance Makers](#) suggests that more than half (about 55%) of entities have budgets under \$100K. Additionally, those with budgets under \$1-2M are typically under-resourced. With these findings in mind, we have created the following 5-tier scale:

- Tier 1: Under \$100,000
- Tier 2: \$100,000-\$499,999
- Tier 3: \$500,000-\$999,999
- Tier 4: \$1,000,000-\$1,999,999
- Tier 5: \$2,000,000 and over

These tiers apply to our ad package pricing as follows:

| Ad Package Type | Budget Size | | | | |
|-----------------------------------|---------------------------|-------------------------------|-------------------------------|-----------------------------------|------------------------|
| | TIER 1 Under \$100,000 | TIER 2 \$100,000-\$499,999 | TIER 3 \$500,000-\$999,999 | TIER 4 \$1,000,000-\$1,999,999 | TIER 5 \$2,000,000+ |
| Standard Ad Package | \$150 | \$200 | \$300 | \$450 | \$600 |
| Standard Ad Package+ | \$200 | \$250 | \$350 | \$500 | \$700 |
| E-Newsletter Ad | \$45 | \$65 | \$95 | \$135 | \$185 |
| Homepage Banner Ad | \$125 | \$175 | \$225 | \$300 | \$400 |
| *NEW* Social Media Package | \$65 | \$80 | \$110 | \$155 | \$215 |

All ad packages are sold in weekly installments. All ad package components have remained the same, with the addition of a NEW social media package. More information on what each includes can be found inside our [2023 Media Kit](#).

LEARN MORE IN OUR MEDIA KIT

If you have any questions about purchasing ads on [Dance.NYC](#), please email media@dance.nyc.

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