

Thursday, May 4, 2023

## Ad Package Breakdowns

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### Dance.NYC Ad Package Types

All ads are sold in weekly installments. More information on what each package includes can be found below and inside of our [Media Kit](#).

DOWNLOAD OUR MEDIA  
KIT

#### Standard Ad Package

- Square Banner Ad (250 x 250 pixels)
- Wide Banner Ad (900 x 225 pixels)
- E-newsletter Ad (300 x 200 pixels, plus copy)

The Standard Ad Package offers one banner ad and one square ad appearing on all primary website pages (excluding homepage) for maximum exposure, and an e-newsletter ad appearing in one weekly Monday e-newsletter.

Sliding Scale Pricing: \$150/\$200/\$300/\$450/\$600

PURCHASE STANDARD AD  
PACKAGE

#### Standard Ad Package+

- Square Banner Ad (250 x 250 pixels)
- Wide Banner Ad (900 x 225 pixels)
- E-Newsletter Ad (300 x 200 pixels, plus copy)
- 1 Facebook Post (text only, 60 words max)
- 2 Tweets (text only, 277 characters max)

The Standard Ad Package+ offers all components of the Standard Ad Package (one banner ad and one square ad appearing on all primary website pages (excluding homepage), and an e-newsletter ad appearing in one weekly Monday e-newsletter) plus, one Facebook post and two Tweets. Social posts are text only and will be hashtagged with #Ad.

Sliding Scale Pricing: \$200/\$250/\$350/\$500/\$700

PURCHASE STANDARD AD  
PACKAGE+

#### E-Newsletter Ad

- Ad Image (300 x 200 pixels)
- Advertisement Copy

Copy Includes

- E-Newsletter Ad Title (64 characters max)
- Location Name (64 characters max)
- Date and Time (64 characters max)
- Description (250 characters max)
- Hyperlink

One ad appearing in our weekly Monday e-newsletter.

Sliding Scale Pricing: \$45/\$65/\$95/\$135/\$185

PURCHASE E-NEWSLETTER  
AD

#### Homepage Banner Ad

- Wide Banner Ad (900 x 225 pixels)

A one-week display on our website's homepage Dance.NYC.

Sliding Scale Pricing: \$125/\$175/\$225/\$300/\$400

PURCHASE HOMEPAGE BANNER  
AD

#### Social Media Package

- 1 Instagram Story (1080 x 1920 pixels)
- 1 Facebook Post (text only, 60 words max)
- 1 Tweet (text only, 277 characters max)

One Instagram story, one Facebook post, one Tweet. Facebook and Twitter posts are text only. All posts will be hashtagged with #Ad.

Sliding Scale Pricing: \$65/\$80/\$110/\$155/\$215

[PURCHASE SOCIAL MEDIA PACKAGE](#)

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