



dance/NYC[®]

media kit

WHO YOU CAN REACH

Advertisers reach Dance/NYC's constituents of:

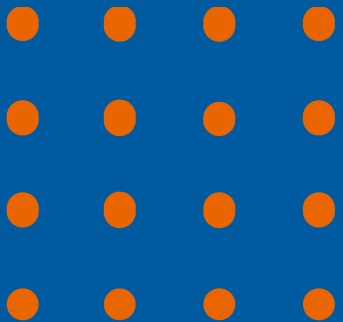
- 5,000+ individual dance artists
- 1,200+ dance-making entities
- 500+ nonprofit dance companies
- 2,100+ arts administrators
- General public and visitors to New York
- Students, educators, and researchers
- Public and private funders
- Government and civic leaders



Photo: Hivewild
by Travis Emery Hackett

WHAT YOU CAN ADVERTISE

Running in weekly installments, ads purchased on Dance.NYC should promote events, opportunities, or otherwise share information for dancers or dance organizations operating in the metropolitan New York City area.



WHY ADVERTISE WITH DANCE/NYC

 **1.1M+**
pageviews

 **14K+**
registered users

 **18K+**
e-subscribers

 **30%**
e-newsletter
open rate

   **48K+**
followers

SLIDING SCALE PRICING

Ad packages can be purchased on a 5-tier sliding scale based on operating 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 and over

With this pricing model, we aim to make our advertising packages more accessible for New York City dance workers and entities, and to address the gap of wealth that exists across institutional levels.

AD PACKAGE OPTIONS

Standard Ad Package
Standard Ad Package+
E-Newsletter Ad
Homepage Banner Ad
Social Media Package

STANDARD AD PACKAGE

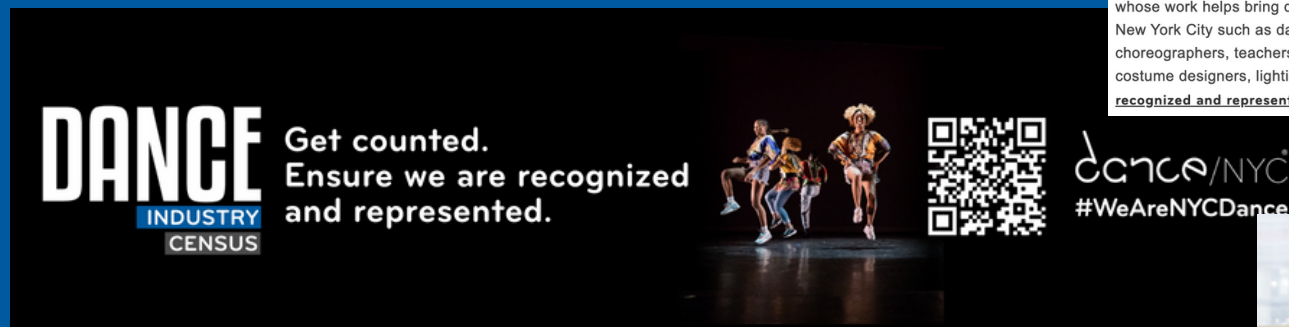
Includes:

- E-Newsletter Ad (300 x 200 pixels & Ad Copy)
- Square Banner Ad (250 x 250 pixels)
- Wide Banner Ad (900 x 225 pixels)

Get Counted. Complete the Dance Industry Census.

Metro NYC area; Westchester, Rockland, Nassau, & Suffolk counties in NY state; Hudson and Bergen counties in NJ
Through October 31, 2022

We want to hear from all individuals and organizations whose work helps bring dance to New York City such as dancers, choreographers, teachers, costume designers, lighting specialists, and more. Get counted. Ensure we are recognized and represented.



Sliding Scale Pricing:

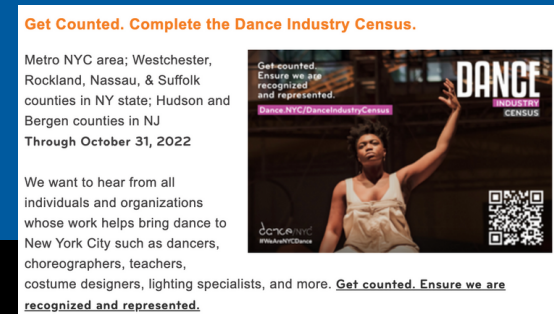
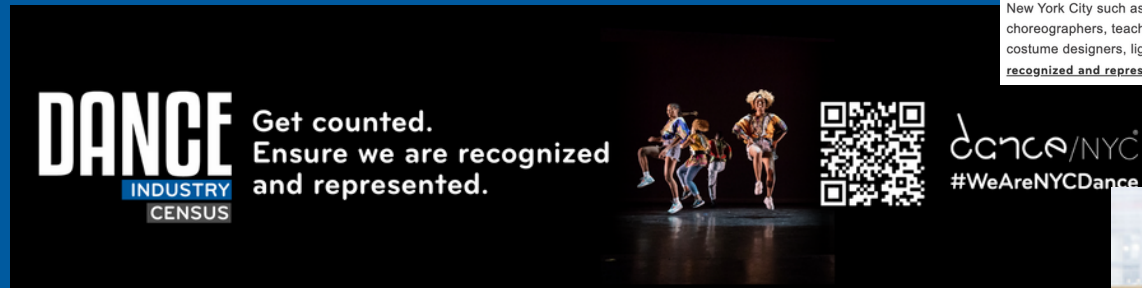
\$150/\$200/\$300/\$450/\$600



STANDARD AD PACKAGE+

Includes:

- E-Newsletter Ad (300 x 200 pixels & Ad Copy)
- Square Banner Ad (250 x 250 pixels)
- Wide Banner Ad (900 x 225 pixels)
- 1 Facebook post (text only, 60 words max)
- 2 Tweets (text only, 280 characters max)



Sliding Scale Pricing:

\$200/\$250/\$350/\$500/\$700

E-NEWSLETTER AD

Includes:

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

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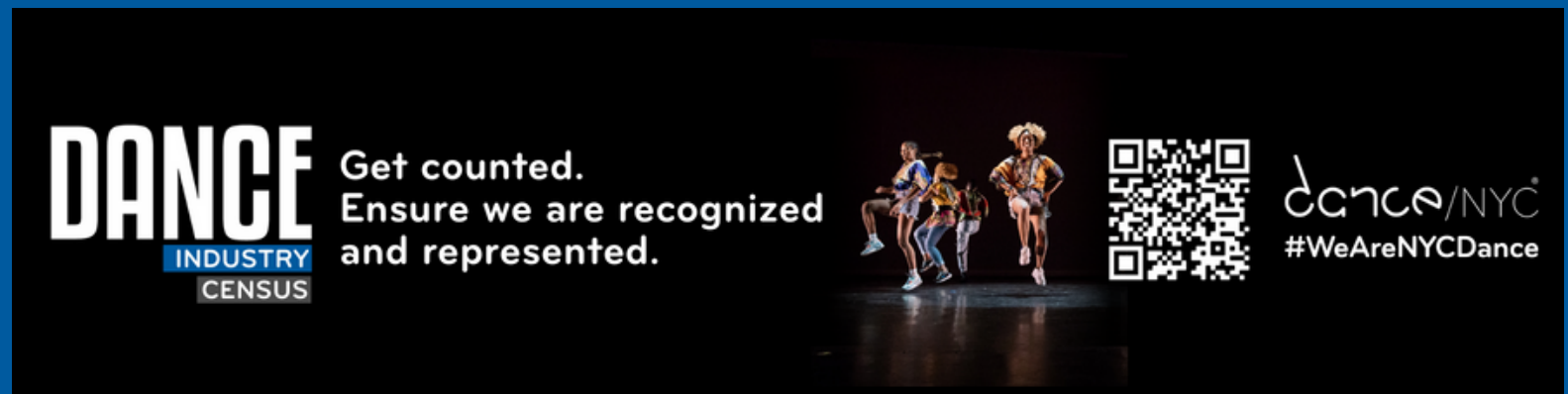


Sliding Scale Pricing:
\$45/\$65/\$95/\$135/\$185

HOMEPAGE BANNER AD

Includes:

- Wide Banner Ad (900 x 225 pixels)



Sliding Scale Pricing:

\$125/\$175/\$225/\$300/\$400

SOCIAL MEDIA PACKAGE

NEW FOR 2023

Includes:

- 1 Instagram Story (1080 x 1920 pixels)
- 1 Facebook post (text only, 60 words max)
- 1 Tweet (text only, 280 characters max)



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

THANK YOU FOR ADVERTISING WITH US



Photo: Music From the Sole
by Christopher Jones



dance/NYC[®]

CONTACT US

media@dance.nyc
212-966-4452 (voice only)
Dance.NYC