



2019 Media Kit



Dance/NYC...Bringing New York City Dance
Into the Limelight. - *The New York Times*

Promotional Platforms

Dance.NYC Website

1,000,000+ annual visits

E-Communications

22,000+ subscribers

Social Media

37,000+ followers

Demographic Profile

Website Visitor Demos:

Gender

Male	30%
Female	70%

Age

18–34	57%
35+	43%

Engagement

- Visitors tour four pages per visit.
- Visitors spend appx. three minutes on the site per visit.

Dance/NYC Constituency Demos:

Dancers (5,000+)

Dance makers (1,200+)

Nonprofit companies (500+)

Patrons and funders

Government and civic leaders

Students and educators

Past Advertisers (sampling)

STEPHEN PETRONIO COMPANY
30 YEARS OF DANCE
APRIL 8 - 13
Tickets start at \$10
JOYCE

SPACEWORKS rehearsal space

JACOB'S PILLOW DANCE FESTIVAL 2014
June 18-August 24

ELISA MONTE DANCE

33RD ANNIVERSARY SEASON
MAY 15-17
THUR, FRI, SAT: 8pm
SAT MATINEE: 3pm
AILEY CITIGROUP THEATER
405 W 55th ST

Red Bull Music Academy Festival New York

MAY 01 BOUNCE BALLROOM
4 DJs
4 DANCE CREWS
BUY TICKETS

LYDIA JOHNSON DANCE NYC SEASON 2014
WEDNESDAY JUNE 4

NEW YORK LIVE ARTS

AUDITIONS IN NYC
MAY 5th

PILOBOLUS

50+ contemporary, ballet, and yoga classes every week

BALLETNEXT CELEBRATES SPRING
FRIDAY MAY 9, 2014 AT 7:30 • BENEFIT PERFORMANCE • BAM FISHER (FISHERMAN SPACE)

Buffard Samedi
3 at 7:30pm

SUSAN MARSHALL & COMPANY

SHEN WEI DANCE
THU, JUL 17 | FREE | 8 PM

CELEBRATE BROOKLYN

SLEEPING BEAUTY
GELSEY KIRKLAND BALLET

SYSTEMS FOR UNDERSTANDING MOVEMENT AND CHOREOGRAPHY

New York International Choreographers Dance Festival 2014
Saturday Aug 2nd

LYON OPERA BALLET

CHRISTIAN RIZZO
MAY 7-9

WATCH VIDEO

limón
NYC SEASON - APR 29 - May 4
World Premieres and Masterworks
Linder - Curran - McElroy

TWYLA THARP DANCE FOUNDATION

SUMMER WORKSHOP
July 7-26, 2014 New York City
Register online www.twylatharp.org/workshop

TICKETS:
Ticketmaster or
718-442-2900

CEDAR LAKE

TICKETS START AT \$20
DANCE / JUN 11-14

WATCH VIDEO

2019 Year-Round Advertising Opps

	Dance/USA Members	Non Profits	For Profits
E-Newsletter Ad (per week)	\$40	\$50	\$90
Standard Package = Two Website Banner Ads + One E-Newsletter Ad (per week)	\$160	\$200	\$370
Standard Package Plus = Two Website Banner Ads + One E-Newsletter Ad (per week) + Social Media (One Facebook and Two Tweets)	\$180	\$225	\$400

2019 Year-Round Advertising Opps

	Dance/USA Members	Non Profits	For Profits
Homepage Banner Ad (exclusive one-week top of the fold wide banner ad)	\$150	\$175	\$200
Homepage Spotlight Ad (exclusive one-week spotlight feature, including "interview" questions)	\$200	\$200	\$200

2019-2020 Seasonal Ad Opp

	Dance/USA Members	Non Profits	For Profits
Week of APAP Special = January 8 E-Newsletter Ad + 1 Facebook Post + 1 Tweet between Jan 6 and Jan 14 <i>Submit before January 2</i>	\$100	\$150	\$150

Contact Us

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Dance.NYC

Customized ad campaigns are available upon request