



Media Kit

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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

18,000+ subscribers

Social Media

31,000+ followers

Demographic Profile

Website Visitor Demos:

Gender

Male 54%

Female 46%

Age

18–34 61%

35+ 39%

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)



2017 Year-round Advertising Opps

	Dance/USA Members	Nonprofits	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

Contact Us

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Dance.NYC

Customized ad campaigns are available upon request