



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

1,500,000+ annual visits

E-Communications

22,000+ subscribers

Social Media

32,000+ followers

Demographic Profile

Website Visitor Demos:

Gender

Male 23%

Female 77%

Age

18–34 76%

35+ 24%

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)



2018 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

2018 Year-Round Advertising Opps

	Dance/USA Members	Nonprofits	For-profits
Homepage Banner Ad (exclusive one week top of the fold wide banner ad)	\$150	\$175	\$200

Contact Us

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Dance.NYC

Customized ad campaigns are available upon request