



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

22,000+ subscribers

Social Media

32,000+ 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 Oppps

	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

2017 Year-round Advertising Oppps

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

2017-18 Seasonal Opps

	Dance/USA Members	Nonprofits	For-profits
Summer E-Blast Ad (inclusion in one summer e-blast: June 14, July 12, or August 16)	\$150	\$150	\$150
Summer E-Blast Suite (inclusion in all three summer e-blasts: June 14, July 12, or August 16)	\$400	\$400	\$400
2018 Week of APAP Special (inclusion in January 11 th e-blast, one Twitter post + one Facebook post)	\$100	\$150	\$150

Contact Us

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Dance.NYC

Customized ad campaigns are available upon request