

new jersey performing arts center

njpac

2019–20
advertising



New Jersey Performing Arts Center (NJPAC), by celebrating diversity, aspires to be America's foremost urban presenter of arts and entertainment, a creative and effective leader in arts education for children, a convener of useful and enlightening civic engagement events, and a key driver of development in its home city of Newark.

- Approaching its 22nd season, NJPAC is the State's anchor cultural institution and one of the nation's largest providers of arts education.
- Since opening in 1997, over 10 million patrons have experienced performances at NJPAC. The Arts Center's world-class venues include the grand Prudential Hall (2,840 seats), the intimate Victoria Theater (514 seats), the cabaret-style Chase Room (225 seats), the versatile Horizon Black Box Theater (70 seats), the three-acre outdoor Chambers Plaza, and several private event spaces.
- NJPAC draws a highly diversified audience, in part by offering programs reflective of the rapidly changing demographics and cultural mosaic of New Jersey and the nation. Forty-four percent of NJPAC's attendees come from the African-American, Hispanic and Asian communities combined.
- The Arts Center serves patrons throughout the State, drawing a concentration from within a 25-mile radius of the Greater Newark area.
- Residents of Newark comprise a great number of the more than a half-million people who attend performances and events each season, as well as the nearly 100,000 children, families and educators who participate in Arts Education programs each year.



by the numbers

audience demographics

Average Age

47

Gender

Female 61%

Male 39%

Race

Caucasian 67%

Black 13%

Hispanic 14%

Asian 6%

Average Income

Greater than \$100,000 40%

\$75,000 - \$99,999 18%

\$50,000 - \$74,999 21%

Below \$50,000 21%

Top County Breakdown

Essex 15%

NY State 15%

Union 7%

Bergen 8%

Morris 6%

Middlesex 5%

Hudson 5%

Passaic 4%

Monmouth 3%

2018-19 Attendance

500,000+

Cumulative attendance from opening night

(10/18/97) 9.5 million

2018-19 number of events

(live performances and discussions, etc.)

Approx. 550

house program



audience demographics

Printed Program Book

2019–20 Issue Dates

(Total print approx 150,000)

September / October 2019

November / December 2019

January / February / March 2020

April / May / June 2020

July/August 2020 — Digital Only

Ad Size – Full page

Trim 5.375" x 8.375"

Bleed 5.5" x 8.5"

Live 4.875" x 7.75"

Creative Deadline

First of the month prior to publication

(Oct 1 for Nov issue, etc.)

Ads may be changed and creative may be submitted for each issue of contract.

Digital Assets

In addition to the printed house program book, all paid advertising will now be featured in NJPAC's digital space!

Website

A direct link to each full issue of *Bravo!* will be included on the NJPAC website.

2018-19 unique visitors

1.2 million (season) • 90,000 (monthly)

Email

A direct link to each full issue of *Bravo!* will be included in all NJPAC performance reminder emails, sent to all ticketholders approx. 2 days prior to the event date. Reach is approx. 500,000 attendees per season.

Mobile App

Each issue of *Bravo!* will also be integrated into the new NJPAC Mobile App, available in the Apple Store and Google Play.

Ad Cost

(Payable to New Jersey Performing Arts Center)

Annual (4 issues) **\$15,000**

Premium position (inside front, inside back, far fwd RHP) **\$20,000**



insertion order

advertising specifications

Contract and Copy Regulations

All contents of advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment. The publisher reserves the right to put the word "Advertisement" on advertisements, which, in the publisher's opinion, resemble editorial matter.

Cancellations

All cancellations must be made in writing. No cancellation will be accepted after the closing date. Covers are noncancellable.

Creative Services

As a service to advertisers, D.M.C. Publishing will provide copy, layout and design, typesetting and production work (materials must be submitted prior to space closing date) at a reasonable rate. All ads created by D.M.C. Publishing must have signed approval by the client before going to press. The advertiser is allowed one round of revisions without incurring additional charges.

shipping instructions

All insertion orders, advertising artwork, collateral material and packages should be sent to:

D.M.C. Publishing, LLC

71 Midland Boulevard

Maplewood, NJ 07040

vnichols@dmcpublishingllc.com

furnished materials

Publication Specs: Trim size is 5.375" x 8.375".

A minimum bleed of 0.125". In ads that bleed, copy must be at least 0.375" from trim.

Electronic Media: Mac or PC; flash drive, CDs, email (if file is less than 10 MB)

File Formats: CMYK or B/W, no spot color; EPS (with fonts converted to outlines); PDF (press optimized with fonts embedded). Proof must accompany disk or be faxed and simultaneously emailed. Publisher and printer are not responsible for missing fonts or errors in keying.

Return of Materials: Artwork, photographs and other materials will be returned upon written request only. Publisher assumes no responsibility for material not requested for one year after the date of publication, at which time the said material will be destroyed.

ad space

Full page annual: \$15,000.00

Full page annual premium: \$ 20,000.00

insertion order

Advertiser Name _____

Billing Address _____

City _____ State _____ Zip _____

Contact Person _____

Phone _____

Ad Rate _____

Position Request _____

Authorization Signature _____ Date _____

To reserve ad space:

Victor M. Nichols

D.M.C. Publishing, LLC

71 Midland Boulevard

Maplewood, NJ 07040

Ph: 862.216.0579

Fax: 973.228.3765

vnichols@dmcpublishingllc.org

To submit your ad creative:

Pamela Bryant

D.M.C. Publishing, LLC

71 Midland Boulevard

Maplewood, NJ 07040

Ph: 862.216.0579

pbryant@dmcpublishingllc.org

Please fax insertion order to Victor Nichols at 973.228.3765. The insertion order is binding unless advertising is cancelled by the reservation closing date.

Covers are noncancellable.

Credit Card Information

Card Member _____

Billing Address _____

Card # _____

Card Type: ☐ Visa ☐ MC ☐ AMEX

Expiration Date: _____ CVV# _____

Authorized Signature: _____

Amount to charge: \$ _____

