

new jersey performing arts center

njpac

2021-22 advertising



all about njpac

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.

- NJPAC is the State's anchor cultural institution and one of the nation's largest providers of arts education.
- Since opening in 1997, over 15 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. Thirty-three 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 150,000 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%**

Bergen **8%**

Union **7%**

Morris **6%**

Middlesex **5%**

Hudson **5%**

Passaic **4%**

Monmouth **3%**

2020-21 Attendance

550,000+

**Cumulative attendance from
opening night**

(10/18/97) **10.5 million**

2019-20 number of events

(live performance and discussions, etc.)

Approx 550

house program



audience demographics

Digital Program Book

2021–22 Issue Dates

September-December 2021

Jan-March 2022

April-June 2022

Ad Size

Full page

Trim 5.375" x 8.375"

Bleed 5.5" x 8.5"

Live 4.875" x 7.75"

Half page (non-bleed)

Trim 5.375" x 4.1875"

Quarter page (non-bleed)

Trim 2.6875" x 4.1875"

Format:

300 dpi and RGB

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.

Website

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

2019-20 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.

Lobby Signs

Lobby signs with QR codes for patrons to scan to view digital program book.

Ad Cost

(Payable to New Jersey Performing Arts Center)

Full page annual (4 issues): **\$10,000–\$20,000** (depending on placement)

Half page annual: **\$5,000-\$7,500** (depending on placement)

Quarter page annual: **\$3,500**



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, NJPAC will provide, 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:

Katie Sword/NJPAC

One Center Street

Newark, NJ 07102

Ph: 973.353.8030

ksword@njpac.org | tboyer@njpac.org

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: RGB 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: \$10,000

Full page annual premium: \$15,000-\$20,000

Half page annual: \$5,00-\$7,500 (depending on placement)

Quarter page annual: \$3,500

insertion order

Advertiser Name _____

Billing Address _____

City _____ State _____ Zip _____

Contact Person _____

Phone _____

Ad Rate _____

Position Request _____

Authorization Signature _____ Date _____

To reserve ad space:

Katie Sword

NJPAC

One Center Street

Newark, NJ 07102

or email: ksword@njpac.org

To submit your ad creative:

Tina Boyer

NJPAC

One Center Street

Newark, NJ 07102

or email: tboyer@njpac.org

Please fax insertion order to Katie Sword at 973.242.7795.

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: \$ _____