





2009 MEDIA KIT

About Us .

NyTheatreReviews.com is New York City's one and only online resource devoted to compiling theatre reviews. Updated daily, our site is an up-and-coming tool for industry professionals, theatre-savvy New Yorkers, and tourists from all over the world.

Advertised within hotels, concierge booths, TKTS lines, trades papers, theatre websites, and industry publications, NyTheatreReviews.com is currently drawing a consistent average of approximately 25,000 hits per month.

About our Audience .

- **LOCAL** - Our viewers are invested in New York theatre and the well-being of local businesses
- **TARGETED** - They are theatre professionals and theatre-goers; no wasted ad impressions
- **GROWING** - NyTheatreReviews.com is on the rise with nearly 25,000 hits per month, up from 10,000 hits just 6 months ago
- **INVOLVED** - Because our readers want to be the first to know, they return to our site for daily updates

Advertising Opportunities

•Standard Ad Sizes (in pixels)

Leaderboard (728 x 90)



Side Banner
(250 x 600)



Medium Rectangle
(300 x 250)

•Roadblock

All ads on homepage or channel page belong to single advertiser, providing 100% Share of Voice.

•E-Newsletters

Every Wednesday, NyTheatreReviews.com will release the latest headlines and reviews to our database of e-mail subscribers.

****Advertising Sponsorship includes medium box ad (300x250) Ad Unit**

RATES: Roadblock: \$50 CPD Run-of-Site ads: \$20 CPM
*MINIMUM COMMITMENT: \$100



Quick Facts

- NyTheatreReviews.com was founded in 2008 and has grown to attract 25,000 impressions per month!
- Advertising packages are tailored to your budget with a low cost and a high yield.
- Our reviews come from only the local and most reputable critics:
 - The New York Times
 - Backstage
 - The New York Post
 - Variety
 - Theatermania.com
 - Time Out New York
 - Daily News
 - am New York
- NyTheatreReviews.com delivers the most targeted, local audience – ad impressions are never wasted.
- Content is updated daily; readers return frequently to the site for the latest reviews.
- We reach a young, sharp audience with effective networking through e-mail and online marketing.
- Visit our fan pages on Facebook.com and Twitter to get a sense of our connected, dedicated audience.
- Our growth potential is already in effect with plans to develop user-generated content, discussion boards, daily E-newsletters and event partnerships.

NyTheatreReviews.com is a division of
The Vortex Theater Company, Inc.
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