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A THE
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GROUP

PROGRAM GUIDES FOR THE PERFORMING ARTS SINCE 1993

2011-2012 MEDIA KIT

THEAUDIENCEGROUP.COM

THE AUDIENCE GROUP OFFERS ADVERTISERS THE OPPORTUNITY TO PLAY CENTER STAGE TO A CAPTIVE AUDIENCE OF REGIONAL MUSIC LOVERS, DANCE ENTHUSIASTS AND THEATERGOERS.

PNC BROADWAY IN LOUISVILLE



Billy Elliott the Musical: Faith Prince (Mrs. Wilkinson), Giuseppe Bausilio (Billy) and Rachel Mracna (Debbie). Photo by Michael Brosilow.

PNC Broadway in Louisville will present five award-winning shows this year, all major Broadway hits, that will draw over **103,000** patrons! *Rain—A Tribute to the Beatles*, *Mary Poppins* and *Blue Man Group* are shows our surveyed theater lovers have requested. And the most requested – direct-from-Broadway mega-hit *Billy Elliott the Musical* – will have a two-week extended run in June.

LOUISVILLE ORCHESTRA

The Louisville Orchestra offers eight series designed to please the musical palates of all ages and sensibilities. Concerts range from classical repertoire to pops to country to the new multi-media L.O. WOW! series.



Michael Feinstein opens the season at *Fanfara*.

Guest performers will include *Michael Feinstein*, *Chu-Fang Huang*, *Brian Stokes Mitchell*, *Karen Gomyo*, *Susan Platts* and *Mariangela Vacatello*. Jorge Mester, Jason Weinberger and several prominent guests will conduct to over **87,000** patrons.

LOUISVILLE BALLET

Under the artistic direction of Bruce Simpson, Louisville Ballet continues its philosophy of presenting an eclectic range of exciting work underscored by a foundation rooted in the classical repertoire, drawing an audience of nearly **45,000** each season. Highlights for 2011-2012 include *The Three Musketeers*, the *Brown-Forman Nutcracker*, *Cinderella* and a very special event in the spring – their *60th Anniversary Celebration!*



The Brown-Forman Nutcracker, photo by Peter Mueller

ACTORS THEATRE OF LOUISVILLE



Internationally acclaimed as one of the country's most innovative professional theatre companies, Actors Theatre presents a diverse range of classical (*Sense and Sensibility*) and contemporary (*ReEntry*) works and will welcome over **188,000** patrons into its theaters during its 33-week season. Many of the world's most talented theatre artists are attracted to Actors Theatre's stages.

The annual Humana Festival of New American Plays is recognized as the premiere event of its kind and draws theater lovers from around the world.

KENTUCKY CENTER PRESENTS

The Kentucky Center brings the world's greatest entertainment – and entertainers – to its stages. Hilarious comedy, thrilling dance, delightful family fare, music from all across America and every corner of the globe – The Kentucky Center will present it all to OVER **33,000** ticket-buyers. *The World's First Global Film Festival*, *Jazz at Lincoln Center Orchestra with Wynton Marsalis*, *The National Acrobats of the People's Republic of China*, *Brian Regan*, *The Musical Box* (a rock opera), *DRUMLine Live!*, *Tin Can Buddha* and the *Royal Philharmonic Orchestra with Pinchas Zukerman* are just a sampling of the variety planned for this season.



DRUMLine Live!

MUSIC THEATRE LOUISVILLE

Music Theatre Louisville is community theatre at its very best, drawing top talent from Louisville and southern Indiana. MTL will present three family-friendly Broadway musicals in The Kentucky Center's state-of-the-art Bomhard Theater, with potential ticket sales of nearly **20,000**. The 2012 season's shows will be announced when the new summer season planning is finalized.



Singin' in the Rain, photo by David Becker

RATES

Audience Program Guides include all performances of PNC Broadway in Louisville, Louisville Orchestra, Louisville Ballet, Actors Theatre of Louisville, Kentucky Center Presents and Music Theatre Louisville. Each group's program is stitched into the monthly colorful editorial/advertising wrap.

At each performance, a program guide is hand-delivered to every patron, making these guides the city's most comprehensive distribution channel to this affluent audience.



Our combined patron base represents the largest single demographic of its kind in the Louisville area. This year nearly 480,000 patrons will attend our groups' performances!

Audience Readership Survey: Top Twenty Patron Zip Codes:

- 72% of respondents were female; 28% were male. 40207, St. Matthews
- 86% have college degrees; 54% have post graduate degrees. 40205, Upper Highlands
- 70% have annual incomes of over \$50,000; 28%, over \$100,000. 40222, Lyndon/East Louisville
- 17% are ages 26-44; 56% are ages 45-64; 20% are over 65. 40223, Anchorage/East Louisville
- 35% have purchased products or services as a result of reading ads in Audience. 40299, Jeffersontown
- 80% take Audience home for sharing and referral. 40059, Prospect
- 31% have subscriptions to two or more series; 64% attend one to nine performances per year; 36% attend more than 10 performances each year. 40241, East Louisville
- 83% dine out either before or after a performance. 40206, Crescent Hill/Clifton
- 40220, Hikes Point
- 40245, Middletown, Pewee Valley
- 47150, New Albany, Ind.
- 47130, Jeffersonville, Ind.
- 40214, Iroquois
- 40291, Fern Creek
- 40502, Lexington, Ky.
- 40242, Lyndon, East Louisville
- 40218, Buechel
- 40601, Frankfort, Ky.
- 40204, Lower Highlands
- 40014, Crestwood

ARTS-LOUISVILLE.COM

NEWS, REVIEWS and INTERVIEWS™

The Audience Group has partnered with Scott Dowd to launch **Arts-Louisville.com**, the go-to site for anything that concerns, informs or affects the arts in Louisville – performing arts, visual arts, literary arts, arts education – as well as a full arts calendar. **Arts-Louisville.com** is another great advertising platform to reach your target audience with ads that link directly to your own web site. Go to **Arts-Louisville.com** and find out what is going on in Louisville arts!



Our program guides are a great value for your media dollar. With a single buy, you can be there for every performance all year!

AUDIENCE PRINT RATES (PER INSERTION)

BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
FULL PAGE	\$3,155	\$2,810	\$2,675	\$2,405	\$2,235
1/2 PAGE	\$2,355	\$2,110	\$2,010	\$1,810	\$1,650
1/4 PAGE	\$1,175	\$1,065	\$995	\$910	\$845

FOUR-COLOR

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1/2 PAGE	\$3,165	\$2,870	\$2,705	\$2,440	\$2,250
1/4 PAGE	\$1,740	\$1,560	\$1,465	\$1,320	\$1,225

COVER POSITIONS AND CENTER SPREAD

FOUR-COLOR ONLY AND NON-CANCELABLE

POSITION	1x	3x	6x	9x	12x
BACK COVER	\$5,810	\$5,230	\$4,940	\$4,480	\$4,170
INSIDE COVER	\$5,205	\$4,670	\$4,420	\$4,005	\$3,740
CENTER SPREAD	\$7,090	\$6,360	\$6,005	\$5,435	\$5,080

ARTS-LOUISVILLE.COM WEB RATES (PER MONTH)

HOME	1-3 MOS	4-6 MOS	7-9 MOS	10-12 MOS
BANNER	\$750	\$675	\$600	\$525
SKYSCRAPER	\$1,000	\$900	\$800	\$700
2/3 PAGE	\$700	\$630	\$560	\$490
1/3 PAGE	\$400	\$360	\$320	\$280
SECONDARY*	1-3 MOS	4-6 MOS	7-9 MOS	10-12 MOS
BANNER	\$600	\$540	\$480	\$420
SKYSCRAPER	\$800	\$720	\$640	\$560
2/3 PAGE	\$600	\$540	\$480	\$420
1/3 PAGE	\$325	\$293	\$260	\$228

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*Secondary pages: Performing Arts, Visual Arts, Literature, News, Calendar

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30-second (:30) video: \$75 per (production fees negotiated separately).

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MACINTOSH COMPATIBLE FILE: INCLUDE AD DOCUMENT, ALL SUPPORT FILES, AND ALL PRINTER AND SCREEN FONTS USED IN DOCUMENT.

IMAGES: 250-350 DPI OPTIMAL RESOLUTION

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A SIGNED CONTRACT OR INSERTION ORDER MUST BE RECEIVED BY AD SPACE RESERVATION DATE.

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JAN	DEC 6	DEC 12
FEB	DEC 27	JAN 4
MAR	FEB 2	FEB 8
APR	FEB 29	MAR 6
MAY	APR 3	APR 9
JUN	MAY 8	MAY 14
JUL	JUN 7	JUN 13

ARTS-LOUISVILLE.COM MECHANICAL REQUIREMENTS

BANNER: 778 x 90 PIXELS

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LISTING AD: 175 x 65 PIXELS

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