

AUDIENCE™

PROGRAM GUIDES
FOR THE
PERFORMING ARTS

2010-2011 MEDIA KIT

PROGRAM GUIDES FOR THE PERFORMING ARTS SINCE 1993



THE AUDIENCE GROUP offers advertisers the opportunity to play center stage to a captive audience of regional music lovers, dance enthusiasts and theatergoers.



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.



Audience patrons possess substantial buying power and significant discretionary income.

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 Program Guides include all performances of PNC Broadway Across America – 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.

Our combined patron base represents the largest single demographic of its kind in the Louisville area. This year nearly 510,000 patrons will attend our groups' performances!



Audience Readership Survey:

- 72% of respondents were female; 28% were male.
- 86% have college degrees; 54% have post graduate degrees.
- 70% have annual incomes of over \$50,000; 28%, over \$100,000.
- 17% are ages 26-44; 56% are ages 45-64; 20% are over 65.
- 35% have purchased products or services as a result of reading ads in Audience.
- 80% take Audience home for sharing and referral (30 minutes average).
- Of respondents who had picked up the Audience Calendar & Performing Arts Guide, 96% used it and found it helpful throughout the year.
- 31% have subscriptions to two or more series; 64% attend one to nine performances per year; 36% attend more than 10 performances each year.
- 83% dine out either before or after a performance.

RATES ARE PER INSERTION

SIZE	BLACK & WHITE				
	1x	3x	6x	9x	12x
FULL PAGE	\$3,585	\$3,195	\$3,040	\$2,735	\$2,540
1/2 PAGE	\$2,675	\$2,400	\$2,285	\$2,060	\$1,875
1/4 PAGE	\$1,335	\$1,210	\$1,135	\$1,035	\$960

SIZE	FOUR-COLOR				
	1x	3x	6x	9x	12x
FULL PAGE	\$4,750	\$4,270	\$4,035	\$3,645	\$3,380
1/2 PAGE	\$3,595	\$3,260	\$3,075	\$2,775	\$2,555
1/4 PAGE	\$1,975	\$1,770	\$1,665	\$1,500	\$1,390

COVER POSITIONS AND CENTER SPREAD FOUR-COLOR ONLY AND NON-CANCELABLE

POSITION	1x	3x	6x	9x	12x
BACK COVER	\$6,600	\$5,940	\$5,615	\$5,090	\$4,740
INSIDE COVER	\$5,915	\$5,310	\$5,025	\$4,550	\$4,250
CENTER SPREAD	\$8,060	\$7,225	\$6,825	\$6,175	\$5,775



Advertise on the Audience website, where patrons go to find monthly video interviews, season calendars, show blogs and a chance to win tickets!

RATES ARE PER MONTH

POSITION	1x	3x	6x	9x	12x
LOGO ONLY	\$300	\$285	\$270	\$255	\$225
BANNER	\$1,100	\$995	\$960	\$910	\$875

PNC BROADWAY ACROSS AMERICA — LOUISVILLE

PNC Broadway Across America – Louisville presents six award-winning shows this year, all major Broadway hits, and will draw



Shrek, The Musical;
photo by Joan Marcus

over **100,000** patrons! Mega-hits *Stomp*, *Mamma Mia!* and the newly restaged *Les Misérables* are proven draws to their fan base in Louisville. Direct-from-Broadway productions of *Burn the Floor*, *Rock of Ages* and *Shrek, The Musical* will have theater lovers standing in line for tickets.

- *Stomp*
- *Burn the Floor*
- *Rock of Ages*
- *Mamma Mia!*
- *Les Misérables*
- *Shrek, The Musical*

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. Guest performers will include *Sarah Chang*, *Randy Newman*, *Lee Luvisi*, *Robert Shaw*, *Sharon Ibin*, *Jean Louis Steurman*, *Susan Platts*, *Seung-Un Ha*, *Julie Alvers*, *Jamie Chamberlin* and *Bernadette Peters*. Jorge Mester, Jason Weinberger and several prominent guests will conduct to over **90,000** patrons.



Cellist Allison Olsen;
photo by O'Neil Arnold

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 **55,000** each season. Highlights for 2010-2011 include a company premiere of Val Caniparoli's *The Seasons*; the second year of the new *Brown-Forman Nutcracker* created specially for Louisville Ballet audiences; as well as *Giselle*, *Coppélia* and *Rite of Spring*.



The Brown-Forman Nutcracker; photo by Peter Mueller

ACTORS THEATRE OF LOUISVILLE



A Christmas Carol: William McNulty, Nathan Keepers;
photo by Alan Simons

Internationally acclaimed as one of the country's most innovative professional theatre companies, Actors Theatre presents a diverse range of classical and contemporary works and will welcome over **185,000** 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 theatre 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



The Peking Acrobats; photo by Brittany App

across America and every corner of the globe – The Kentucky Center will present it all to nearly **50,000** ticket-buyers. *Peter Frampton*, *Herbie Hancock*, *Frankie Valli & The Four Seasons*, *Josh Turner*, *Janelle Monáe*, *Pat Metheny*, *Josh Turner*, *David Sedaris*, *Dailey & Vincent*, *Moscow State Symphony Orchestra*, *Over the Rhine*, *Tango Buenos Aires*, *Les Ballets Trockadero de Monte Carlo*, *Peking Acrobats*, *Eileen Ivers* and *Immigrant Soul* and *Michael Bolton* are just a sampling of the variety planned for this season.

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 their new home at The Kentucky Center's state-of-the-art Bomhard Theater,



Singin' in the Rain; photo by David Becker

with potential ticket sales of nearly **18,000**. The 2011 season's shows will be announced when the new summer season planning is finalized.

DIGITAL Ad FILES

PDF, EPS OR DIGITAL FILE ACCOMPANIED BY HIGH-RES PROOF.

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

IMAGES: 250-350 DPI OPTIMAL RESOLUTION

CMYK OR GRAYSCALE

MAXIMUM INK DENSITY 320%

NOTE: THE AUDIENCE GROUP CANNOT GUARANTEE ACCURATE COLOR WITHOUT A HIGH-RES COLOR PROOF.

EMAIL ADS TO: ADS@THEAUDIENCEGROUP.COM

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A 15% DISCOUNT IS PAID TO RECOGNIZED ADVERTISING AGENCIES PROVIDED ACCOUNT IS PAID ACCORDING TO TERMS OF CONTRACT. NOTE: A COMMISSION RATE IS NOT APPLICABLE IF ACCOUNT IS 45 DAYS PAST DUE.

PAYMENT TERMS

PAYMENT MUST ACCOMPANY ALL COPY UNLESS CREDIT HAS BEEN ESTABLISHED WITH THE PUBLISHER. CREDIT APPLICATIONS ARE AVAILABLE UPON REQUEST. BILLS ARE RENDERED ON DATE OF PUBLICATION. PAYMENT IS NET 30 DAYS.

CONTRACT

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

CANCELLATIONS

ADS CANCELED AFTER THE SPACE RESERVATION DEADLINE WILL BE BILLED AT 100%. NO ADS MAY BE DELETED FROM AN ISSUE AFTER THE AD DUE DATE. CANCELLATION OF CONTRACTS FOR MULTIPLE ISSUES WILL RESULT IN PRORATED CHARGES BASED ON THE PUBLISHED RATE FOR ALL ADS RUN TO DATE UNDER CURRENT CONTRACT AT TIME OF CANCELLATION.

PREFERRED POSITIONS

ADD 15% TO THE SPACE RATE ON THE FOLLOWING PAGES:

- PAGE ACROSS FROM FIRST PAGE OF PROGRAM INFORMATION
- ADS POSITIONED ON SUCCESSIVE RIGHT- OR LEFT-HAND PAGES

OTHER SPECIAL POSITION REQUESTS

ADD 10% TO SPACE RATE.

BLEED CHARGE

ADD 10% TO SPACE RATE.

FREQUENCY RATES

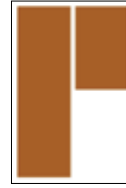
- THE NUMBER AND DATES OF INSERTIONS MUST BE SPECIFIED IN ADVANCE ON CONTRACT IN ORDER TO EARN FREQUENCY RATES.
- IF THE NUMBER AND DATES OF INSERTIONS ARE NOT SPECIFIED ON THE CONTRACT OR INSERTION ORDER, EACH INSERTION WILL BE BILLED AT THE ONE-TIME RATE.
- ALL ADVERTISING MUST BE PLACED WITHIN THE 2010-2011 TWELVE-MONTH ARTS SEASON TO QUALIFY FOR FREQUENCY RATES.

MECHANICAL REQUIREMENTS



FULL PAGE
4.75" x 7.75"

FULL PAGE WITH BLEED
5.75" x 8.75"



1/2 PAGE VERTICAL
2.25" x 7.75"

1/4 PAGE VERTICAL
2.25" x 3.75"



1/2 PAGE HORIZONTAL
4.75" x 3.75"

1/4 PAGE HORIZONTAL
4.75" x 2"

CENTER SPREAD: 10.25" x 7.75"

CENTER SPREAD W/BLEED: 11.25" x 8.625"

FINISHED PUBLICATION TRIM SIZE: 5.5" x 8.5", SADDLESTITCHED.

NOTE: KEEP ALL LIVE MATTER .25" FROM TRIM ON ALL SIDES.

MECHANICAL REQUIREMENTS FOR WEB

BANNER AD: 175 x 65 PIXELS

LEADERBOARD: 728 x 90 PIXELS

MAXIMUM FILE SIZE: 40KB

CLOSING DATES

MONTH	SPACE RESERVATIONS	AD DUE
AUG	JUL 13	JUL 19
SEP	AUG 10	AUG 16
OCT	SEP 8	SEP 14
NOV	OCT 8	OCT 14
DEC	NOV 5	NOV 11
JAN	DEC 8	DEC 14
FEB	DEC 20	DEC 28
MAR	FEB 3	FEB 9
APR	MAR 1	MAR 7
MAY	APR 6	APR 12
JUN	MAY 12	MAY 18
JUL	JUN 8	JUN 14