

AUDIENCE™

The Audience for The Arts.
And Your Business.

2019/2020

MEDIA KIT



Actors Theatre of Louisville



PNC Broadway in Louisville



Louisville Orchestra



Audience® Program Guides are hand-delivered to each patron at every regular season event, providing advertisers exclusive access to Louisville's performing arts community. Distributed to nearly 500,000 patrons each year, Audience's combined patron base represents the largest single demographic of its kind in the area!



ALL ARTS GROUPS...ONE PRICE!

Each monthly advertising purchase in Audience® includes all program guides for regular season performances. Plus: All program advertisers receive complimentary promotion on our social media pages.

MEET YOUR AUDIENCE

Want to align with an affluent, influential and engaged audience?
We've got you covered!

Before the house lights go down, meet your audience! They are relaxed, undistracted and anticipating world-class entertainment in a stimulating and receptive environment.

- 72% of respondents are female; 28% are male.
- 86% have college degrees; 54% have post graduate degrees.
- 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, referral and souvenirs.
- 31% have subscriptions to two or arts groups seasons.
- 64% attend multiple performances a year.

Top Patron Zip Codes

40207 St. Matthews

40205 Upper Highlands

40222 Lyndon/East Louisville

40223 Anchorage/East Louisville

40299 Jeffersontown

40059 Prospect

40241 East Louisville

40206 Crescent Hill/Clifton

40220 Hikes Point

40245 Middletown, Pewee Valley

47150 New Albany, Ind.

47130 Jeffersonville, Ind.

40502 Lexington, Ky.

40601 Frankfort, Ky.



Kentucky Center Presents



Kentucky Shakespeare



Plus Access to Kentucky Opera

GET DIGITAL WITH AUDIENCE502!



Our digital footprint is stronger than ever with Audience502. We keep performing arts enthusiasts “in the know” with show previews, reviews, photo galleries, ticket offers and more on the web and with social media.

Packages to 20K targeted impressions starting at \$250*

*Minimum 4X run



EVENTS & PROMOTIONS

Align your brand with the performing arts outside of the theatre or create a brand presence on-site at a performance! Let Audience502 build a unique event or promotion hosted at your offices or other location. Our team will work with you on a plan that meets your goals and stays within your budget.

OUR RATES

(Rates include monthly placement for all arts groups with productions.)

SIZE	1x	3x	6x	12x
FULL PAGE	\$3,500	\$3,200	\$2,900	\$2,600
1/2 PAGE	\$2,500	\$2,200	\$2,050	\$1,900
1/4 PAGE	\$1,600	\$1,450	\$1,350	\$1,200
BACK COVER	\$5,000	\$4,400	\$4,200	\$3,500
INSIDE COVER	\$4,000	\$3,700	\$3,500	\$3,200
CENTER SPREAD	\$6,500	\$6,000	\$5,500	\$4,900

15% commission applicable to recognized agencies. Months with print counts under 35,000 are available at special one-time rates.



NEW THIS SEASON!

Audience® is an official sales and marketing partner for OperaBill.

Don't miss the opportunity to align with the Kentucky Opera's breathtaking, world-class voices that make live opera so exhilarating. This season is expected to sell out once again and will feature some of the most popular opera classics as well as new ones we know opera-goers will love.

Marketing packages start at just \$2,400 Net for all four Opera performances, delivering almost 10,000 programs for the season.

2019-2020 KENTUCKY OPERA PERFORMANCE SCHEDULE

Carmen – Sept. 20 & 22, 2019

Glory Denied – Nov. 8 & 10, 2019

The Marriage of Figaro – Feb. 14 & 16, 2020

Robin Hood: A Youth Opera:

March 16 & 28, 2020

OperaBill Display Ad Rates

SIZE	1 SHOW	2 SHOWS	4 SHOWS
FULL PAGE	\$1,200	\$1,000	\$900
1/2 PAGE	\$900	\$700	\$600
BACK COVER*	\$2,500	\$2,200	\$1,900
INSIDE COVERS*	\$2,000	\$1,800	\$1,500

*Premium placements reserved for season commitments.

THE AUDIENCE GROUP

2019–2020 Performance Schedule**

(Advertisers appear in all performances listed under each month.)

AUGUST 2019*

(EST. COUNT: 9,624)

KENTUCKY CENTER PRESENTS

Finis "KY" White

JULY 30, 2019

Tiffany Jenkins: This Show is

Awkward AF AUGUST 9, 2019

Jeanne Robertson: The Rocking

Humor Tour

AUGUST 16, 2019

Theon Von: Dark Arts Tour

AUGUST 17, 2019

SEPTEMBER 2019

(EST. COUNT: 53,793)

ACTORS THEATRE

Fifth Third Bank's Dracula

SEPTEMBER 4–OCTOBER 31, 2019

Hype Man

SEPTEMBER 11–OCTOBER 13, 2019

LOUISVILLE ORCHESTRA

POPS

Hollywood Hits

Bob Bernhardt, conductor

SEPTEMBER 21, 2019 | WHITNEY HALL

COFFEE + CLASSICS

From the New World

Teddy Abrams, conductor

SEPTEMBER 27–28, 2019 | WHITNEY HALL

OCTOBER 2019

(EST. COUNT: 40,266)

PNC BROADWAY IN LOUISVILLE

Dear Evan Hansen

OCTOBER 1–6, 2019 | WHITNEY HALL

KENTUCKY CENTER PRESENTS

Lewis Black: Alive in Concert!

OCT. 3, 2019

ACTORS THEATRE

Measure for Measure

OCTOBER 9–27, 2019

LOUISVILLE ORCHESTRA

COFFEE + CLASSICS

From the Sea

Teddy Abrams, conductor

OCTOBER 11–12, 2019 | WHITNEY HALL

COFFEE + CLASSICS

Viols of Hope

Teddy Abrams, conductor

OCTOBER 25–26, 2019 | WHITNEY HALL

NOVEMBER 2019

(EST. COUNT: 67,284)

PNC BROADWAY IN LOUISVILLE

The Lion King

OCTOBER 30–NOVEMBER 17, 2019 | WHITNEY HALL

HALL

ACTORS THEATRE

The Santaland Diaries

NOVEMBER 24–DECEMBER 23, 2019

LOUISVILLE ORCHESTRA

COFFEE + CLASSICS

Don Quixote + Other Journeys

Vinay Parameswaran, conductor

NOVEMBER 22–23, 2019 | WHITNEY HALL

POPS

Holiday Favorites

Bob Bernhardt, conductor

NOVEMBER 29–30, 2019 | WHITNEY HALL

KENTUCKY CENTER PRESENTS

Kathleen Madigan:

Hot Dogs and Angels Tour

NOVEMBER 23, 2019

DECEMBER 2019

(EST. COUNT: 64,144)

ACTORS THEATRE

Fifth Third Bank's A Christmas

Carol

JANUARY 20–DECEMBER 23, 2019

KENTUCKY CENTER PRESENTS

Straight No Chaser: The Open Bar

Tour

DECEMBER 1, 2019

LOUISVILLE ORCHESTRA

Handel's Messiah

Teddy Abrams, conductor

DECEMBER 5–8, 2019 | TO BE ANNOUNCED

COFFEE + CLASSICS SERIES

Teddy Talks Mahler

Teddy Abrams, conductor

JANUARY 17–18, 2020 | WHITNEY HALL

PNC BROADWAY IN LOUISVILLE

The Band's Visit

DECEMBER 3–8, 2019 | WHITNEY HALL

JANUARY 2020

(EST. COUNT: 49,509)

PNC BROADWAY IN LOUISVILLE

Jesus Christ Superstar

JANUARY 7–12, 2020 | WHITNEY HALL

ACTORS THEATRE

The Wolves

JANUARY 8–FEBRUARY 1, 2020

LOUISVILLE ORCHESTRA

POPS

Dancing in the Street: Motown

Bob Bernhardt, conductor

JANUARY 25, 2020 | WHITNEY HALL

COFFEE + CLASSICS SERIES

Brahms Third

Bob Bernhardt, conductor

JANUARY 31–FEBRUARY 1, 2020 | WHITNEY HALL

HALL

KENTUCKY CENTER PRESENTS

TO BE ANNOUNCED AUGUST 2019

FEBRUARY 2020

(EST. COUNT: 50,142)

ACTORS THEATRE

Once on This Island

JANUARY 29–FEBRUARY 23, 2020

PNC BROADWAY IN LOUISVILLE

Miss Saigon

FEBRUARY 11–16, 2020 | WHITNEY HALL

LOUISVILLE ORCHESTRA

Festival of American Music 2

CLASSICS

Gospel of the Symphony

Teddy Abrams, conductor

FEBRUARY 22, 2020 | WHITNEY HALL

COFFEE + CLASSICS SERIES

To Be Announced

Bob Bernhardt, conductor

MARCH 13–14, 2020 | WHITNEY HALL

KENTUCKY CENTER PRESENTS

TO BE ANNOUNCED AUGUST 2019

MARCH 2020

(EST. COUNT: 57,864)

ACTORS THEATRE

44th Humana Festival of

New American Plays

MARCH 1–APRIL 12, 2020

PNC BROADWAY IN LOUISVILLE

Anastasia

MARCH 17–22, 2020 | WHITNEY HALL

LOUISVILLE ORCHESTRA

POPS

A Tribute to ABBA

Bob Bernhardt, conductor

MARCH 28, 2020 | WHITNEY HALL

COFFEE + CLASSICS

Beethoven + Rachmaninoff

Rei Hotoda, conductor

APRIL 10–11, 2020 | WHITNEY HALL

KENTUCKY CENTER PRESENTS

TO BE ANNOUNCED AUGUST 2019

APRIL 2020*

(EST. COUNT: 12,030)

LOUISVILLE ORCHESTRA

POPS

Michael Cavanaugh Plays Elton

John

Bob Bernhardt, conductor

APRIL 17, 2019 | WHITNEY HALL

BROWN-FORMAN CLASSICS

Concerto for Orchestra

Teddy Abrams, conductor

APRIL 25, 2019 | WHITNEY HALL

KENTUCKY CENTER PRESENTS

TO BE ANNOUNCED AUGUST 2019

MAY 2020*

(EST. COUNT: 24,060)

PNC BROADWAY IN LOUISVILLE

Come from Away

MAY 5–10, 2020 | WHITNEY HALL

KENTUCKY CENTER PRESENTS

TO BE ANNOUNCED AUGUST 2019

JUNE-JULY 2020*

(EST. COUNT: 37,218)

KENTUCKY CENTER PRESENTS

TO BE ANNOUNCED AUGUST 2019

KENTUCKY SHAKESPEARE

TO BE ANNOUNCED

TO BE ANNOUNCED | CENTRAL PARK

SPECIAL AVAILABILITY

KENTUCKY OPERA

Carmen

SEPT. 20 & 22

Glory Denied

NOV. 8 & 10

The Marriage of Figaro

FEB. 14 & 16

Robin Hood: A Youth Opera

MARCH 27 & 28

OPERABIL AD PLACEMENT SOLD SEPERATELY FROM AUDIENCE PROGRAM CONTENT.

CRITICAL DATES FOR 2019/2020

MONTH	AD SPACE RESERVATIONS	AD DUE
AUG	JUL 17	JUL 22
SEP	AUG 22	AUG 26
OCT	SEP 18	SEP 23
NOV	OCT 17	OCT 21
DEC	NOV 7	NOV 11
JAN	DEC 23	DEC 30
FEB	JAN 16	JAN 20
MAR	FEB 17	FEB 20
APR	APR 3	APR 8
MAY	APR 22	APR 26
JUN	MAY 2020	MAY 2020
JUL	JUNE 2020	JUNE 2020



Don't miss your opportunity to participate in another great season in PNC Broadway Series history, anchored by the return of *The Lion King*, Oct. 30-Nov. 17, 2019.

NOTE

CLOSING DATES AND PERFORMANCE SCHEDULES ARE SUBJECT TO CHANGE. UPDATES ARE AVAILABLE ON AUDIENCE502.COM.



AUDIENCE® MECHANICAL REQUIREMENTS



FULL PAGE
4.75" x 7.75"

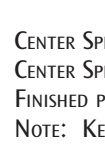


FULL PAGE WITH BLEED
5.75" x 8.75"



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", SADDLE-STITCHED

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

DIGITAL ADS

- PDF OR JPG (EXACT SIZE)
- RESOLUTION: 300 DPI
- CMYK OR GRAYSACLE
- EMBED ALL FONTS
- INCLUDE CROP MARKS
- INCLUDE HIGH-RES COLOR PROOF TO INSURE ACCURATE COLOR MATCH

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OTHER SPECIAL POSITION REQUESTS

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