

AUDIENCE[®]

Your connection to the arts and
entertainment enthusiasts of Louisville.

2023-2024

Media Kit & Performance Schedule

Proudly publishing the official printed playbills and performance guides for Louisville's performing arts groups for over 20 years.



We also facilitate placement and branding opportunities with these premium groups.



PNC Broadway in Louisville



Kentucky Shakespeare



Kentucky Performing Arts



ALL ARTS GROUPS...ONE PRICE!
Audience® Program Guides are hand-delivered to each patron at every regular season event, providing advertisers exclusive access to Louisville's performing arts community. When you purchase an ad in Audience, it will appear in every program for each performance for the month connecting your brand with the premium audiences of the performing arts and entertainments enthusiasts of Louisville.



MEET YOUR AUDIENCE

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.

40204, Lower Highlands

AUDIENCE[®] MAGAZINE



RATES AND INFO

Audience Magazine is a monthly digital magazine that keeps arts and entertainment enthusiasts informed about what's going on in Louisville from performing arts to concerts and festivals. Published in partnership with the major arts groups in Louisville, each issue is emailed to the groups databases and shared on their social media pages creating an outreach to over 100,000 emails and thousands of social media impressions.

Display ads are linked to advertisers web-site and can also feature video embedded on the page.

Check out current and past issues of *Audience Magazine* at issuu.com/audience502

Advertising Rates:
(Print advertisers receive 50% off)
Single Insertion: \$950
Three-time insertion or more: \$750

Added-Value:
Insertion includes an optional one-page editorial adjacent to your display ad.

***Advertisers with six insertions or more will have their logo featured on the front cover of the magazine and linked to their web-site. Their logo will also be featured in the 'New Issue Email' deployment for the issues of ad insertion.*

AUDIENCE PRINTED PLAYBILLS AND PERFORMANCE GUIDES



Put your brand in the hands of the performing arts and entertainment enthusiasts of Louisville.

Audience is the leading information source for the performing arts and entertainment in Louisville. We are proud to publish the **official printed playbills and performance guides** for the major arts groups in Louisville including Broadway in Louisville, Kentucky Performing Arts, Kentucky Shakespeare, CenterStage at The Trager Family JCC and more. In addition, we work closely with The Louisville Ballet and other performing arts groups and can also offer placement in their independently published performance programs and guides.

We also publish *Audience Magazine*, a digital monthly magazine that is distributed to our partnering groups email databases and on social media. This serves as a great platform for interactive ad placement and supportive editorial about your company.

Audience502 is our web-site and social media platforms that we also use to keep audiences and advertisers connected.

When you advertise with Audience, your display ad will run in the printed programs for all represented performances for the entire month and you will receive preferred placement and added-values in *Audience Magazine*, on Audience502.com and on our social media platforms.

We look forward to connecting your brand with the performing art enthusiasts of Louisville!

A full performance schedule with print quantities, rates and deadlines can be found on page 4.



Don't miss the bright lights of Broadway with these performances.



Wicked*
September 20 - October 8
24 performances – 55,000 print count
Space Deadline: August 10
Material Deadline: August 19
**Premium Placement Month - 3x minimum annual insertion.*



Tina: The Tina Turner Musical
November 28 - December 3
8 performances – 18,400 print count
Space Deadline: October 10
Material Deadline: October 19



Frozen*
January 24 - February 4
15 performances – 34,500 print count)
Space Deadline: December 7
Material Deadline: December 14
**Premium Placement Month - 3x minimum annual insertion.*



CLUE
March 5 - 10
8 performances – 18,400 print count
Space Deadline: February 1
Material Deadline: February 10



SIX
April 9 – 14
8 performances – 18,400 print count
Space Deadline: March 1
Material Deadline: March 10



Beetlejuice
May 14 - 19
8 performances – 18,400 print count)
Space Deadline: April 4
Material Deadline: April 14

	 Full-season 72 performances 162,000 printed playbills	 Full-Season Approx. 36-60 shows 70,000 printed programs	 Full-Season 46 shows 17,000 printed programs	 Full-Season 24 Shows - 4,000 printed programs FP Full-season: \$1,500 / HP Full-season: \$1,000	
AUGUST 2023 (Est. Qty: 7,000 3-5 shows) FP HP QP \$900 \$650 \$500 Space: June 27 Material: July 8		August 12 & 13 Leanne Morgan (3 shows) (Comedian) August 12 Eddie B. Teachers Only Comedy Tour 23'		August 17, 19, 20, 24, 26, 27 Carousel (Ads due August 7) FP: \$425 / HP: \$300	
SEPTEMBER 2023 (Est. Qty: 61,000 30 shows) FP HP QP \$3,500 \$2,200 \$1,500 Space: Aug. 10 Material: Aug. 19 <i>*Premium Placement Month - 3x minimum annual placement required.</i>	*Wicked September 20 – October 8 24 performances 54,000 print count 	September 15-17 Bluey's Big Play (4-shows) (Children's TV Show) September 16 Steve Trevino (Comedian) September 27 Brian Culbertson - The Trilogy Tour			
Q4 Package 3 Months 30 Shows 49,000 Printed Programs	OCTOBER 2023 (Est. Qty: 7,000 3-5 shows) FP HP QP \$900 \$650 \$500 Space: September 9 Material: September 19	October 4 Chelcie Lynn (Comedian) October 6 Pat Metheny (Musician) October 17 David Sedaris (Comedian) October 20 Spider-Man: Into the Spider-Verse (Concert)	October 21 James "Murr" Murray (Comedian) October 24 Nurse Blake (Comedian) October 28 Pod Saves America (Political Discussion)		Louisville Ballet October 13-15 Distilled (World Premier) Louisville Ballet Studios
Full-page \$4,000 Half-page \$2,400	NOVEMBER 2023 (Est. Qty: 25,000 13 shows) FP HP QP \$2,100 \$1,250 \$850 Space: October 10 Material: October 19 	November 3 Dance Theatre of Harlem November 9 Ben Rector (Concert) November 18 Peppa Pig's Sing-Along Party! (Children's TV Show) November 21 Chris Isaak (Christmas Concert)		November 2, 4, 6, 9, 11, 12, 27 First Date (Ads due October 19) FP: \$425 / HP: \$300	Louisville Ballet November 10-12 Giselle Brown Theatre
Added-Value 3 Audience Magazine Display Ads	DECEMBER 2023 (Est. Qty: 7,000 3-5 shows) FP HP QP \$900 \$650 \$500 Space: November 7 Material: November 16	December 2 Fortune Feimster (Comedian) December 13 Jake Shimabukuro: Christmas in Hawai'i (Musician) December 14 Preservation Hall Jazz Band			Louisville Ballet December 8-24 The Brown-Forman Nutcracker Choreography by Val Caniparoli Music by Pyotr Ilyich Tchaikovsky Whitney Hall

Placement for Louisville Ballet and CenterStage are placed and invoiced on a per performance basis separate from other Audience placements. Please inquire if interested.

	 Full-season 72 performances 162,000 printed playbills	 Full-Season Approx. 36-60 shows 70,000 printed programs	 Full-Season 46 shows 17,000 printed programs	 Full-Season 24 Shows - 4,000 printed programs FP Full-season: \$1,500 / HP Full-season: \$1,000	Other Opportunities
Q1 Package 3 Months 45 Shows 80,000 Printed Programs Full-page \$5,500 Half-page \$2,900 Added-Value 3 Audience Magazine Display Ads	JANUARY 2024 (Est. Qty: 46,000 21 shows) FP HP QP \$2,900 \$1,500 \$1,000 Space: December 7 Material: December 16 *Premium Placement Month – 2x minimum annual placement required.	*Frozen Jan. 24-Feb. 4 16 performances 36,000 print count 	(For KPA, estimate an average of 3-5 performances per month for 5,000-7,000 printed programs)		
	FEBRUARY 2024 (Est. Qty: 7,000 3-5 shows) FP HP QP \$900 \$650 \$500 Space: January 4 Material: January 13	February 17 Trey McLaughlin & The Sounds of Zamar (Concert)		February 22, 24, 25, 29, March 2 & 3 The Prom (Ads due February 8) FP: \$425 / HP: \$300	
	MARCH 2024 (Est. Qty: 25,000 13 shows) FP HP QP \$2,100 \$1,250 \$850 Space: February 1 Material: February 10	Clue March 5-10 8 performances 18,000 print count 	March 3 History That Doesn't Suck w. Prof. Greg Jackson March 19 Mark Broussard (Concert) March 21 Black Violin (Concert) March 24 Michael W. Smith (2 Concerts)	March 26 Golden Girls Parody March 28 MOMIX: Alice (Performing Arts) March 29 Brandy Clark & Hayes Carll (Concert)	March 22, 23 & 24 (4 shows) Disney's Mary Poppins Jr. Holy Trinity Parish School's Spring Musical Production (Ads due March 5) Approx. 1,000-1,200 printed programs FP: \$500 / HP: \$350

Placement for Louisville Ballet and CenterStage are placed and invoiced on a per performance basis separate from other Audience placements. Please inquire if interested.

	 Full-season 72 performances 162,000 printed playbills	 Full-Season Approx. 36-60 shows 70,000 printed programs	 Full-Season 46 shows 17,000 printed programs	 Full-Season 24 Shows - 4,000 printed programs FP Full-season: \$1,500 / HP Full-season: \$1,000	
Q2 Package 3 Months 30 Shows 67,000 Printed Programs Full-page \$4,900 Half-page \$2,700	APRIL 2024 (Est. Qty: 25,000 13 shows) FP \$2,100 HP \$1,250 QP \$850 Space: March 1 Material: March 10	SIX April 9-14 8 performances 18,000 print count 	(For KPA, estimate an average of 3-5 performances per month for 5,000-7,000 printed programs) April 5 Bored Teachers: We Can't Make This Stuff Up (Comedy)		
	MAY 2024 (Est. Qty: 25,000 13 shows) FP \$2,100 HP \$1,250 QP \$850 Space: April 4 Material: April 14	Beetlejuice May 14-19 8 performances 18,000 print count 	(For KPA, estimate an average of 3-5 performances per month for 5,000-7,000 printed programs) May 10 Ali Saddiq: I Got A Story To Tell (Comedy)	May 24 - August 6 Kentucky Shakespeare in Central Park Summer Performances <i>**Sold Separately from other monthly playbills**</i> Be a part of every Kentucky Shakespeare performance this summer in Central Park with a display ad in the official program guide. Print Count: 17,000 printed programs for 46 performances Display Ad Rates Full-page: \$1,500 (\$2,000 for non-advertisers) Half-page: \$750 (\$1,250 for non-advertisers) **Invoiced in July** Added-value: Insertion includes a full-page display ad and optional one-page editorial in Audience Magazine in the month of insertion. Space Deadline: April 19, 2023 Material Deadline: May 1, 2023	May 9, 11, 12, 16, 18, 19 She Loves Me! (Ads due April 25) FP: \$425 / HP: \$300
Added-Value 3 Audience Magazine Display Ads	JUNE 2024 (Est. Qty: 7,000 5 shows) FP \$900 HP \$650 QP \$500 Space: May 29 Material: June 8		June 1 An Evening with Ira Glass (Comedy/Radio Personality) June 29 Brad Williams: '24 Tour (Comedy)		
	JULY 2024 Kentucky Shakespeare in Central Park **Covers June, July & August** (Est. Qty: 17,000 63 shows) FP \$1,500 HP \$750 QP \$550 Space: April 19 Material: May 1				

Placement for Louisville Ballet and CenterStage are placed and invoiced on a per performance basis separate from other Audience placements. Please inquire if interested.

Specs and Due Dates

AUDIENCE MAGAZINE

Space deadline is the first week of the previous month of insertion with ad material due the 15th of the previous month of insertion.

Specs: 8.375 x 10.875 (.125 bleed)

AUDIENCE MAGAZINE 'NEW ISSUE EMAIL'

Space and material deadline is the 15th of the previous month of email deployment.

Email Banner Specs: 580 pixels x 75 pixels

Email Content Specs:

Main Image Spec: 580 pixels x 250 pixels

Supporting Image Specs: 175 pixels x 150 pixels

2-3 word headline and 10-15 word descriptive copy

URL to link the copy to your web-site

Specs and Due Dates

AUDIENCE PRINTED PERFORMANCE GUIDES



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 Grayscale
- Embed all fonts
- Include crop marks
- Include high-res color proof to insure accurate color match

Email Ads to: DDREISBACH@THEAUDIENCEGROUP.COM

Alterations

Alterations to any ad requiring additional production will be billed to the advertiser or agency.

Design Services

In-house design, layout and copywriting are available for a nominal fee to advertisers who require creative services and are not using an agency. Photography, illustration and/or additional production will be billed to the advertiser.

General Policies

The publisher reserves the right to reject any advertisement deemed to be of questionable taste or exaggerated claims. The publisher accepts advertisements with the understanding that the advertiser and/or agency is responsible for the content of the advertisements and absolves the publisher from all claims. In any advertisement simulating editorial material, the word "advertisement" must appear at the top or bottom of the ad. Publisher's liability for an error shall not exceed the cost of the space occupied by the error. No allowance will be made for errors that do not materially affect the value of the ad.

Cancellations

Ads cancelled 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.



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