

NEW JERSEY Stage

2024 MEDIA KIT

For Theatre Companies



Advertising You Can Afford

Since 2014, *New Jersey Stage* has been providing arts & entertainment coverage throughout the Garden State. We have been steadily increasing our audience every month.

With ad rates starting at just \$50 per month, we are the best place for you to promote an upcoming production, a full season, or to help expand your fanbase. All ads include listings for each performance in the New Jersey Stage Event Calendar.

We offer 3 ad packages with discounted rates for theatres.

Some Quick Highlights

- 60,000+ unique visitors per month - over 700,000 per year
- Readers from throughout New Jersey with a significant audience in New York City and Philadelphia as well
- Strong numbers within all age groups
- Ads placed in general rotation and theatre rotation
- Includes promotional article
- Ability to change ads whenever you want
- Free ad design if needed
- Includes event listings in NJ Stage Event Calendar

DEMOGRAPHICS

data from Quantcast.com and Google Analytics

Gender

Female 50.2%
Male 49.8%

Ages

ages 18-34 29%
ages 35-54 40%
ages 54+ 31%

Household Income

Well Above Average for \$150K +

Education

Above Average for college and graduate school
(approximately 70% of the audience)

Children

Slightly more have no children than have children

Technology

Mobile 69% Desktop 28% Tablet 3%

BANNER AD OPTIONS - *all come with event listings*

\$100/month

Total Package

Our most popular offering, it includes 4 ad sizes (600x776, 300x250, 300x600, and 970x250) providing exposure throughout the site. It comes with one promotional article per month. Prepay for the year for discounted rates & get 1 free ad for annual gala/benefit.

You may also purchase banner ads individually

\$50/month

Main Ad 600x776 (in pixels)

This is an ad size we created. It's the size of a piece of paper translated to the screen. It looks great on mobile and desktop, and can easily be converted from a traditional show poster. The ad runs within each article. Can promote anything from a single event to a month's worth of shows.

\$50/month

970x250 (in pixels)

This resembles a bumper sticker. It looks great on PCs and mobile.

\$50/month

300x250 (in pixels)

This is one of the most popular standard internet ad sizes. It looks like a square and is good for promoting a single show or event.

\$50/month

300x600 (in pixels)

This is a longer version and looks like a rectangle. Can promote multiple shows or provide more detailed information about a single show.

Why Should You Choose Us?



We believe in the arts, which is why our ad rates are so low. We want every theatre company to be able to promote with us. Whether we are the only place you use for advertising or part of your promotional plan, we will put your ads in front of the audience you seek. Theatre is one of our most popular areas of the website.

New Jersey Stage accepts all major credit cards, PayPal, and accepts payment via check as well.

Have questions? Email info@newjerseystage.com