

# NEW JERSEY Stage

## 2024 MEDIA KIT

For Performing Arts Centers and Venues



# The Best Choice For Promotion

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 articles covering art, comedy, dance, film, music, theatre, and community events, we have readers interested in whatever type of show you are presenting.

Music events get additional promotion at [ThePenguinRocks.com](http://ThePenguinRocks.com), a website about music run by NJ Stage.

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**Nobody else offers the audience you get from *New Jersey Stage* at advertising rates like ours.**

- 60,000+ unique visitors per month - over 700,000 per year
- Strong numbers for every age group
- Readers from throughout New Jersey with a significant audience in New York City and Philadelphia as well
- Ads placed in general rotation & category-specific
- Ability to change ads whenever you want
- Event listings as value-added benefit for advertisers

# 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 venue and performing arts center to be able to work 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.

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

**Have questions? Email [info@newjerseystage.com](mailto:info@newjerseystage.com)**