

# [online advertising]

Flexible. Affordable. Effective

## Weekly E-newsletter

Reach out and ignite action—send your message to 27,000+ opt-in members of MA's mailing list in the most targeted email vehicle in the performing arts.

### Advertorial:

Advertising in the form of written editorial.

Includes:

- Headline—5-10 words
- Copy—50-60 words
- Photo or Logo—150 x 150 pixels
- URL

Top: \$575  
Middle: \$460  
Bottom: \$345

Production costs included.

### Another Cinderella on Broadway: *Cendrillon* at Juilliard

#### ADVERTISEMENT

Emmanuel Villaume, whose talents are hailed as "vividly illuminating" (New York Times), leads Juilliard singers, the Juilliard Orchestra, and recent Naumburg Prize winner Julia Bullock in the title role in Massenet's version of the beloved Cinderella fairy tale. *Cendrillon* runs April 23, 25, and 27 in Juilliard's Peter Jay Sharp Theater.



Tickets \$30, half-price seniors/students.

[www.juilliard.edu/cendrillon](http://www.juilliard.edu/cendrillon)

### Banner advertising:

Exciting graphic presentation of your business with active hyperlink to web site of your choice.

- 468 x 60 advertisement with URL
- Advertiser supplies artwork

Top: \$500  
Middle: \$400  
Bottom: \$300



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## MusicalAmerica.com

On-line hub of the performing arts. 90,000+ pageviews per month. Bookmarked and referred to daily by leading industry executives, artists, artist managers, music critics and more.

Leaderboard: 728 x 90



Side Rectangle: 300 x 250



### Leaderboard or Side Rectangle

Pricing per month per page

- Placement: Home, News, Professional Growth or Career Center  
Standard: \* \$595  
Exclusive: \$1090
- Placement: ROS (Run of Site—all other pages rotating)  
Standard: \* \$495  
Exclusive: \$910

### Roadblock: Leaderboard and Side Rectangle

Pricing per month

- Placement: Home, News, Professional Growth or Career Center  
Standard: \* \$1090  
Exclusive: \$2000
- Placement: ROS (Run of Site—all other pages rotating)  
Standard: \* \$910  
Exclusive: \$1675

\* Standard: maximum of two advertisers could rotate in this position.

Artwork supplied by advertiser: gif, jpeg and flash, no larger than 100kbs.