

# 2008 RATES & PACKAGES

## TOTAL REACH ONLINE AND PRINT

- > Combine a print campaign with a dramatic online exposure discount to guarantee advertising that penetrates the total Back Stage audience
- > Volume and visibility at cost-effective rates stretch your ad dollars further and deliver maximum ROI and lead-generation

| PRINT        | REGIONAL (EAST OR WEST) | EAST AND WEST       |
|--------------|-------------------------|---------------------|
| Eighth Page  | 25,000 Impressions      | 40,000 Impressions  |
| Quarter Page | 50,000 Impressions      | 80,000 Impressions  |
| Half Page    | 75,000 Impressions      | 120,000 Impressions |
| Full Page    | 100,000 Impressions     | 160,000 Impressions |

## ONLINE PRODUCTS & SERVICES DIRECTORY

- > The ultimate, state-of-the-art search engine tailor-made for actors looking for the right training, photographers, coach, etc...
- > The online Products and Services Directory, strategically located at the top of the BackStage.com homepage, positions your listing to receive maximum exposure
- > Your listing includes up to five images, contact information, and a hyperlink to your website - commanding a call to action and stretching your ad dollars toward maximum lead generation and ROI

| LISTINGS  | 1 MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|---|---------|----------|----------|-----------|
| BASIC LISTING<br>By category, e.g., acting schools, photography, etc. includes 5 images, contact information, and link to your website                            | 150     | 350      | 675      | 1,100     |
| PREMIUM LISTING<br>A basic listing by category, with prominent color background and star  | 200     | 500      | 925      | 1,450     |
| FEATURED LISTING<br>A premium listing by category, plus prominent featured position (separate display box) in all categories of the "Products & Services" section | 300     | 750      | 1,350    | 2,100     |

## ONLINE BANNERS

### AD SIZE

728 x 90 LEADERBOARD

300 x 250 MEDIUM RECTANGLE

160 x 600 SKYSCRAPER

120 x 240 HORIZONTAL BANNER

## EMAIL NEWSLETTERS

### NY ACTOR & LA ACTOR

- > BackStage.com's email newsletters *NY ACTOR* & *LA ACTOR* are delivered to over 72,000 opt-in recipients who want to stay in the know every week
- > Non-static banner opportunities, prominently displayed, ensure that your message gets noticed and provides a measurable response to your ad campaign

### BANNER SIZE

728 x 90 LEADERBOARD

300 x 250 MEDIUM RECTANGLE

428 x 60 ANCHOR

## CUSTOM-PUBLISHED, EXCLUSIVELY SPONSORED E-NEWSLETTER

- > Utilize our email newsletter list of opt-in recipients to market via custom-published, single-sponsored, exclusively owned e-newsletter content
- > Unique opportunity to control content, as well as advertising with 100% share-of-voice
- > National distribution with a total of 250,000 impressions including: Back Stage, Ross Reports and Film Journal International

**FOR RATES, PACKAGES, AND SPONSORSHIP OPPORTUNITIES CONTACT YOUR MARKETING CONSULTANT**



FOR AD SIZES SEE PRODUCTION SPECS