

2008 RATES & PACKAGES

CASTING PAGE SPONSORSHIP

- > The most visited page on BackStage.com with **OVER 2,000,000** combined page views and 70% of site traffic
- > Reach the largest number of actors by owning exclusivity on the Casting Sites of BackStage.com. Sponsorship packages also include banner placement on the pop-up casting descriptions page and casting email alerts

CAREER ADVICE

- > Promote your products and services in the Back Stage career advice section where actors go to learn about getting started in the business, seek advice on training programs, learn different means in which to promote themselves, get union information, get business advice, and manage their overall careers

MESSAGE BOARD

- > Reach the Back Stage interactive community by advertising on our highly visited message boards with over 5000 community members and 12% of our page views

PRE- AND INTER-STITIALS

- > These advertising units are displayed prior to the homepage or prior to the content page at BackStage.com
- > 100% share-of-voice unit placement guarantees that your ad will be noticed
- > Opportunities available on pre-casting pages for maximum visibility and ROI

TRAILERS

- > Looking to obtain valuable and influential promotional exposure for your DVD sales? Looking to drive tune-in for original programming? Looking to promote for awards consideration, nominations, and wins? Position your trailers on our site to reach the Back Stage audience of entertainment enthusiasts

STREAMING VIDEO

- > This is your opportunity to truly get in front of the actor audience. We will produce instructional or messaging video clips to reach and educate actors and performing artists, and heighten your impact by punctuating the broadcast with "sponsored by (your company)"
- > Produce your own content and get even more exposure

MOBILE WEB TECHNOLOGY

- > Reach tech-savvy, on-the-go actors and performing artists whose livelihood is dependent on receiving the most up-to-date, real-time casting alerts via their mobile devices

PODCASTING

- > Sponsorship of Back Stage podcasts provide a new and innovative way to reach tech-savvy urban trendsetters on their way to stardom

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



FOR AD SIZES SEE PRODUCTION SPECS