

ADVERTISE IN...  
THE PROGRAM  
BOOK

NEVADA CONSERVATORY THEATRE AT UNLV &  
THE UNLV PERFORMING ARTS CENTER

IT'S INEXPENSIVE...

You can reach up to 19,000 people for a very limited cost per imprint. Depending on ad size and position, your cost could be as low as 1¢ per person! (20 productions in the 2009-2010 Season).

YOUR MESSAGE TARGETS A TOP-QUALITY AUDIENCE...

- **Performing Arts Center patrons have purchasing power.** The total household income of 77% of the audience is above \$50k annually. That puts them in the top half of earners in the valley. (More than 50% make over \$75k annually.)
- **Performing Arts Center patrons are discriminating and highly-educated.** Over 96% have taken at least some college coursework. Over 43% possess graduate degrees.
- **The Performing Arts Center patron is a loyal consumer.** 59% of our patrons have been customers for at least six years.
- **Performing Arts Center patrons reside all over the Las Vegas valley...** areas include Summerlin, Henderson, Silverado Ranch, North Las Vegas, Seven Hills, and Anthem.
- **Performing Arts Center patrons are professionals.** Over 45% of our audiences indicated their occupations were either managerial or related to education.

Source: *Performing Arts Center Audience Survey, 2003*

YOU WANT TO BE AFFILIATED WITH THE PERFORMING ARTS...

- **Arts attendees are more involved** in other leisure activities, including movies, festivals, museums, and popular music concerts (as compared to non-attendees).
- **Arts attenders are thinkers...** The majority of arts attenders think attending live performing arts is thought-provoking, helps increase cultural understanding, and encourages higher levels of creativity.
- **People believe in the performing arts.** Arts attenders believe the arts improve the quality of life and are an enormous source of community pride. The arts also promote understanding of others, help preserve and share cultural heritage, and contribute to the education of children.
- **Consumers spent more than \$11 billion on performing arts last year** — more per capita than sporting events OR movies!

Sources: *"The Value of the Performing Arts in Five Communities;" Performing Arts Research Coalition. "Note #77, 79, 83;" National Endowment for the Arts.*

### AD DIMENSIONS

Ad Size	Dimensions	With Bleed
Center Spread	11 x 8.5 <i>(live area 10 x 7.5)</i>	12 x 9
Full page	5.5 x 8.5 <i>(live area 4.5 x 7.5)</i>	6 x 9
1/2 page (h)	4.5 x 3.625	n/a
1/2 page (v)	2.125 x 7.5	n/a
1/4 page (h)	2.125 x 4.5	n/a
1/4 page (v)	2.125 x 3.625	n/a
1/8 page	2.125 x 1.688 <i>(Dimensions width by depth in inches)</i>	n/a

### RATES\*

Ad Size	Price	Cost/Imprint
Full page Color	\$1,955	Less than 10¢
Full page B/W	\$1,565	Less than 8¢
1/2 page (h. or v.; b/w only)	\$825	Less than 5¢
1/4 page (h. or v.; b/w only)	\$490	Less than 2¢
1/8 page (b/w only)	\$277	1.39¢

**Reservation Deadline:** 8/19/09

**Materials Deadline:** 8/26/09

### ARTWORK REQUIREMENTS

**Digital Files:** Digital materials may be submitted in the following file formats — Adobe Illustrator 8.0, Quark Express 4.0, or Adobe Photoshop 5 (Macintosh versions preferred). Color files should be in CMYK mode; RGB files will not separate. Be sure to include all fonts in a fonts folder. The preferred means of submission is via ZIP disk or CD-Rom in Macintosh format. PDF's acceptable; please ensure all fonts are embedded and also included in a separate folder.

**Other Types of File Submission:** Advertiser also accepts camera-ready slicks and film (133 line screen).

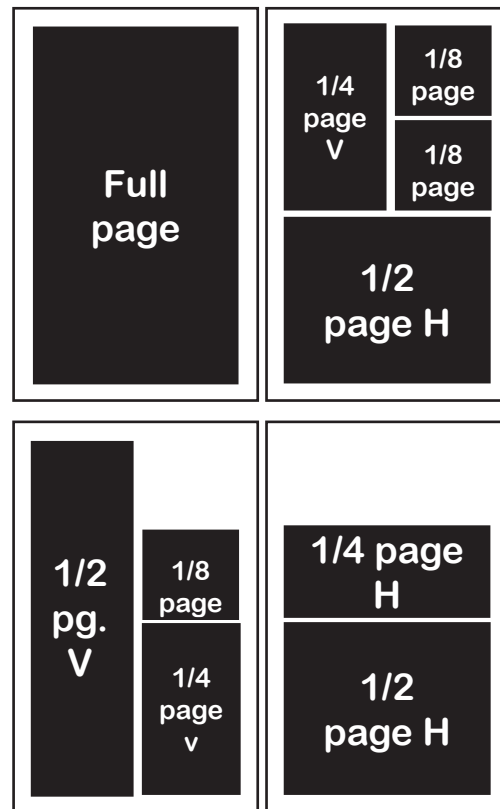
**Proof:** Please include a color proof with all submissions (a color PDF is acceptable for electronic submission).

**Print Specifications:** *Trim Size: 5.5" x 8.5"; With Bleed: 6" x 9"; Live Area: 4.5" x 7.5"*

**Images:** Images in four-color advertisements and halftone images in black and white (grayscale) should be scanned at 300 dpi and saved as TIFF- or EPS-formatted files. Line art scans should be between 600 dpi and 1200 dpi.

**Production Charges:** The Performing Arts Center can create an ad for you from materials you provide. Charges for this service will vary according to the size and complexity of your advertisement. Allow at least one month prior to the deadline for this process. The center can also recommend graphic designers to you.

**Ad Delivery:** Digital files compressed with Win-Zip or Stuff-It Expander or .PDF's may be e-mailed to shaun.sewell@unlv.edu. Ads may be mailed to: Shaun Sewell, Director of Marketing, UNLV Performing Arts Center, 4505 Maryland Parkway, Box 455005, Las Vegas, NV 89154-5005.



### PREMIUM POSITIONS\*

Location	Price	Cost/Imprint
Center Spread	\$4,038	20¢
Back Cover	\$3,400	17¢
Inside Back Cover	\$2,125	11¢
Inside Front Cover	\$2,125	11¢