



## Advertising Opportunities

The Katharine Hepburn Cultural Arts Center (the Kate) offers businesses and organizations the opportunity to align themselves with one of Connecticut's most exciting venues. The Kate attracts more than 40,000 individuals each year to a diverse array of programming that includes music, theater, film, dance, family programming, and arts education for children and youth.

Our audience profile closely reflects that of the geographic region we serve:

- 58% reside in the River Valley/Shoreline area within 20 miles of Old Saybrook
- 33% visit from other parts of CT; 9% visit from RI, MA, NY
- 52% are female
- 45% are between 25 and 54 years of age; 16% are over 65
- 40% have Bachelor degrees or above
- 26% of households earn \$100,000 or more

### **ANNUAL OSCAR PARTY PROGRAM** – distribution of 200

Full page, 4.75" wide x 7.5" tall, color ad no bleed = \$300 per program

Half page, 4.75" wide x 3.6875" tall, color ad no bleed = \$150 per program

Event date: February 24, 2019; Ad deadline: February 1, 2019

### **ANNUAL REPORT**

Quarter panel 5.5" tall x 8" wide, color ad with bleed = \$750

Only **one** advertising position is available for the Annual Report and the advertising organization will also be recognized for their support with a brief article in the publication.

Publication in March 2019 - Hard copy distribution of 1,500, plus email link for online viewing via digital publishing platform sent to 22,000 households.

### **DIGITAL ADVERTISING**

There are two 42" x 24" flat screen digital signs - one in each lobby of the Kate. The screens are on four days a week from 10 am to 4 pm when patrons are visiting the museum and box office, and for one hour prior to and 30 minutes after a show. With the Kate presenting approximately 20 events per month, the estimated number of patrons viewing the advertisements is 6,000 per month.

The Kate limits the number of advertisements to no more than ten per month, thereby ensuring a minimum of **twelve impressions per hour**.

Size	Length	Pricing
Static Ad	15 seconds	\$500 per month or \$1,400 per quarter (3 months)
Dynamic Commercial	30 seconds	\$750 per month or \$2,200 per quarter (3 months)

Assistance with creation of artwork is available upon special request and at the discretion of the Executive Director. Please contact Robin Andreoli, Director of Development & Community Relations, at **860-510-0473 x213** or [robin.andreoli@thekate.org](mailto:robin.andreoli@thekate.org) for additional information.