



Advertise with TDF

E-Newsletters

Advertising in one of TDF's weekly e-newsletters puts your brand in front 100,000 dedicated and adventurous lovers of arts and culture in NYC and beyond.

- **Ticket Highlights Newsletter** – Sent every Tuesday – TDF members rely on this newsletter to find out about new ticket deals to the city's hottest arts events. Every week, TDF sells tens of thousands of tickets, and you can get in on the action when you advertise in our weekly mailing.
- **TDF Stages Magazine Newsletter** – Sent every Saturday – TDF Stages, an online magazine, brings theatre fans behind the curtain. The weekly newsletter sends a roundup of the latest exclusive interviews, podcasts and short films straight to members' and subscribers' inboxes. This newsletter educates readers about current shows and influences ticket buying decisions.

Our Audience

- 103,279 local tri-state area members
- 2,179 national members who live throughout the U.S. and around the world
- 33% of TDF members are retirees, 13% are teachers, 11% work for a not-for-profit company, and 6 % work for local government offices and agencies
- Highly attentive audience relies on our weekly emails to make purchasing decisions
- 34% of TDF members attend nine or more performances a year, and 60% attend more than two

Are you a good advertising fit?

TDF strives to connect our audience with appropriate and relevant ads and promotions. Therefore, we seek advertising partners whose principles align with ours, including but not limited to: cultural organizations such as museums or festivals; related businesses in Times Square and the surrounding theatre district such as restaurants or shops; local news media, broadcasting entities and publishers; and travel and tourism businesses of interest to local audiences.

As a matter of fairness to the theatre companies and artists that sell tickets through TDF, we will NOT advertise anything that can be construed as a live performance.

Not sure if your business fits into one of these categories? Give us a call.

Placement and Rates

Ticket Highlights Newsletter:

<u>Placement</u>	<u>Rate</u>	<u>4 Weeks</u>	<u>12 Weeks</u>
Sponsorship:	\$700	Please call to discuss sponsorship packages	

TDF Stages Magazine Newsletter:

<u>Placement</u>	<u>Rate</u>	<u>4 Weeks</u>	<u>12 Weeks</u>
Sponsorship:	\$700	Please call to discuss sponsorship packages	

Art Specs

The TDF ad size is proportional to commonly used ad sizes on Google ads. This means you can re-use and re-purpose ad artwork you may have already created for other advertising opportunities.

Leaderboard ad dimensions: 774 pixels wide x 242 pixels high

Box ad dimensions: 300 pixels x 300 pixels

Accepted file types: All files must be submitted as a .jpg, .png or .gif.

About TDF

Theatre Development Fund (TDF), a not-for-profit service organization for the performing arts, was created in the conviction that the live theatrical arts afford a unique expression of the human condition that must be sustained and nurtured. It is dedicated to developing diverse audiences for live theatre and dance, and strengthening the performing arts community in New York City. Since 1968, TDF's programs have provided over 90 million people with access to performances at affordable prices and have returned over \$2.5 billion to thousands of productions.


Best known for its TKTS Discount Booths, TDF's membership, outreach, access (including its Autism Theatre Initiative) and education programs — as well as its Costume Collection — have introduced thousands of people to the theatre and helped make the unique experience of theatre available to everyone, including students and people with disabilities.

Recent TDF honors include a 2011 Mayor's Award for Arts and Culture, a 2012 Tony Honor for Excellence for its Open Doors Arts Education Program, a 2012 New York Innovative Theatre Award for its support of the off-Off Broadway community and a 2013 Lucille Lortel honor for "Outstanding Body of Work" in support of the Off Broadway community. For more information about everything TDF does, please visit www.tdf.org.

Ticket Highlights - Sponsorship Leaderboard Ad

Check out this week's discounts just for TDF members! [View this email in your browser.](#)

tdf ★★★★★
Offer Highlights



New York Spectacular
Starring the Radio City Rockettes

It's Tuesday! That means it's time to check out the latest ticket offers from TDF. Browse the newest discounts below, and log on to [TDF.org](#) to browse all discounts.

Members: Log on to TDF.org!


Not a member? [Join TDF today](#) to take advantage of these great ticket offers!

Jump to a category: [Broadway](#) | [Off Broadway](#) | [Concerts](#) | [Dance](#) | [Family](#) | [OffOff@59](#)

This week's list of ticket offers is brought to you by:

Your ad here.

Broadway




AN AMERICAN IN PARIS
PALACE THEATRE, 1564 Seventh Avenue, New York, NY
Tickets \$47

For advertising inquiries and to reserve space, contact Emily:
emilyt@tdf.org or 212-912-9770 ext. *321

TDF Stages - Sponsorship Ad

Read the latest from *TDF Stages*! [View this email in your browser.](#)



tdf STAGES
The Inside Scoop from Behind the Curtain

Mark Blankenship, *editor*

April 23, 2016

REWRITING A RESTAURANT COMEDY FOR THE TOP CHEF AGE

Dear EMILY,

I can't help myself. I just keep laughing at the video for "[Special Skills](#)" in our Theatre Dictionary. We made it with our friends at Fight or Flight, the [trapeze-based theatre company](#), and as far as I'm concerned, their loony gifts are legitimate things to list on a résumé. [Watch the video](#) and see if you agree!

— Mark

This week's roundup of featured articles is brought to you by:

Your ad here.

Featured Stories

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emilyt@tdf.org or 212-912-9770 ext. *321