



ADVERTISE WITH US

E-Newsletters

Every week, TDF's e-newsletters reach 250,000 dedicated and adventurous lovers of arts and culture in NYC and beyond. When you advertise with us, your brand can get in on the action:

- **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

- 115,000 local tri-state area members
- 3,500 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.

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

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 and Content 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:	800 pixels wide x 250 pixels high
Box ad dimensions:	500 pixels x 500 pixels
Content headline:	35 characters
Content sub-headline:	55 characters
Content paragraph:	60 words

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

About TDF

TDF is a not-for-profit service organization for the performing arts, dedicated to bringing the power of the performing arts to everyone. Founded in 1968, TDF's mission is to sustain live theatre and dance by engaging and cultivating a broad and diverse audience and eliminating barriers to attendance. TDF fulfills its mission with a variety of programs that expand access, cultivate communities and support the makers of the performing arts. Best known for its theatre-going programs (including the TKTS by TDF Discount Booths and TDF Membership Programs), TDF's accessibility (including open captioned, audio described and Autism Friendly performances), school (serving over 10,000 New York City students annually), community engagement and information programs — as well as the TDF Costume Collection Rental and Research Programs — have introduced millions of people to the theatre and helped make the unique experience of theatre available to everyone.

Ticket Highlights - Sponsorship Leaderboard Ad



Jump to a category: [Broadway](#) | [Off Broadway](#) | [Dance](#) | [Concert](#) | [Family](#) | [Off-Off Broadway](#)

Members: Log on to TDF.org!

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

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

The advertisement features a historical illustration of a Civil War battle scene with soldiers in blue uniforms. In the top left, there is a small graphic that says 'THE GREAT LECTURES'. The text 'Lectures about the Civil War from top professors on April 7th' is centered at the top. At the bottom left, it says 'Starting at \$42' and 'Use code: TDF'. A red 'Buy Tickets' button is positioned at the bottom right of the image.

Lectures about the Civil War from top professors on April 7th

Starting at \$42
Use code: TDF

Buy Tickets

Broadway

ESCAPE TO MARGARITAVILLE

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Ticket Highlights - Box Ad



YELLOWMAN

THE BILLIE HOLIDAY THEATRE, 1368 Fulton Street,
Brooklyn, NY
TICKETS \$21

As Alma and Eugene fall in love, Alma struggles to free herself from her mother's poverty and alcoholism, while Eugene must contend with the legacy of being "yellow"—lighter-skinned than his brutal and unforgiving father. Written by Dael Orlandersmith, this play was a finalist for the Pulitzer Prize for drama.

[Buy Tickets](#)

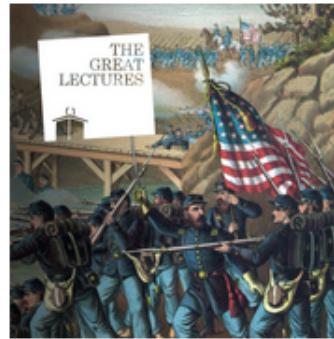
From our Sponsor

FROM OUR SPONSOR: THE GREAT LECTURES

BRYANT PARK EVENT SPACE, 54 West 40th Street,
New York, NY

Saturday, April 7, 4 lectures available from 11 a.m. to 7 p.m.

The Civil War might have ended over 150 years ago, but its aftermath has shaped modern-day America as we know it. The Great Lectures has selected four of the country's top professors and historians to tell the untold tales of the Civil War. You may choose to attend one of the four lectures, or participate in the all-day event, which includes all four engaging speakers. Our advice? Don't miss the final lecture, which will be followed by a "meet and greet" cocktail reception (valued at \$40/person, but complimentary for our guests!). [Get your ticket here](#) (use code TDF at checkout).



Dance



MARTHA GRAHAM DANCE COMPANY

CITY CENTER, 131 West 55th Street, New York, NY
TICKETS \$37.50

April 11-14 only! Experience the powerhouse dancers of Martha Graham Dance Company in this season's lineup of new works and classic fan favorites.

[Buy Tickets](#)

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TDF Stages - Leaderboard Ad



Hi <<First Name>>,

This week we covered four plays that are incredibly timely. Two are brand-new, so that's not surprising. But I was struck by how current *Lobby Hero* (which was written in 2001) and *Pygmalion* (which is over 100 years old!) feel. Granted, the latter is by the master George Bernard Shaw, yet it's amazing how much this story of [a woman coming into her own](#) (and teaching a sexist man a thing or two) continues to resonate. Meanwhile, Kenneth Lonergan's *Lobby Hero* touches on sexual harassment in the workplace and systemic racism in our criminal justice system, two subjects that are much more on the radar these days. This got me wondering: Which shows have you seen recently that struck you as particularly relevant to this moment? I'd love to know which productions are speaking to everyone.

Wishing you a happy holiday, whether you're celebrating Easter, Passover, or just a lovely weekend.

Raven Snook
Editor of TDF Stages

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

Lectures about the Civil War from top professors on April 7th

THE GREAT LECTURES

Starting at \$42
Use code: TDF

Buy Tickets

Featured Stories

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TDF Stages - Box Ad

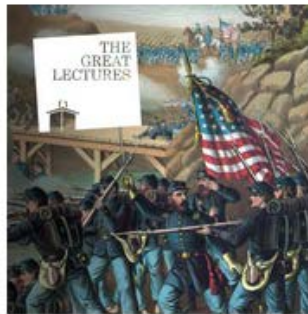


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Ticket Offers for TDF Members

Broadway: [CHILDREN OF A LESSER GOD](#), [ESCAPE TO MARGARITAVILLE](#), [THE PLAY THAT GOES WRONG](#), [ROCKTOPIA](#), [SAINT JOAN](#), [SPONGEBOB SQUAREPANTS](#)

Off Broadway: [AVENUE Q](#), [BABETTE'S FEAST](#), [BRIGHT COLORS AND BOLD PATTERNS](#), [CINDERELLA THE MUSICAL](#), [A LETTER TO HARVEY MILK](#), [MONDAY NIGHT MAGIC](#), [MY BRILLIANT DIVORCE](#), [PARTY FACE](#), [PIPELINE FESTIVAL](#), [PUFFS](#), [THE STONE WITCH](#), [THE WINTER'S TALE](#), [THREE WISE GUYS](#), [THIS ONE'S FOR THE GIRLS](#), [TRANSFERS](#)