



# Paid email program

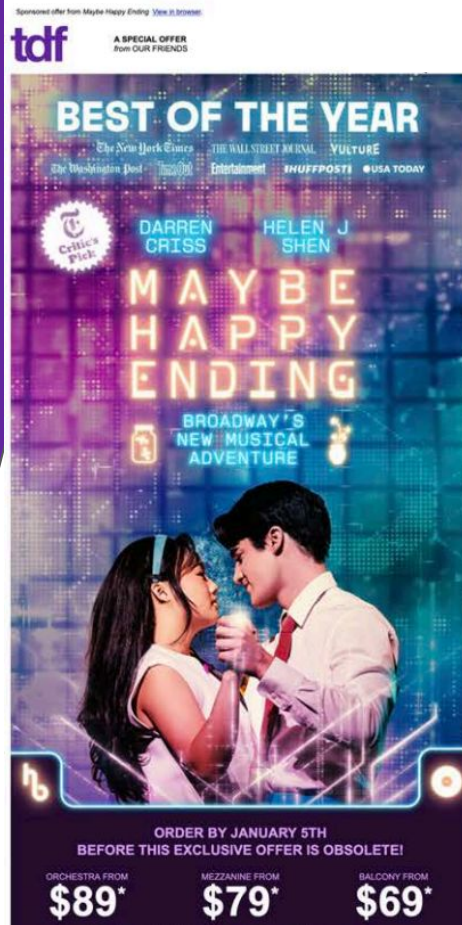
Regardless of whether you have tickets in our Membership program, reach our 250,000 active theatergoers with a dedicated email promoting your event.

## Specifications:

- HTML file no more than 800px wide.
- No height restrictions.
- Please also provide a plain text version, a subject line, and preview header
  - These may be updated to meet TDF brand guidelines
- All TDF emails must include a discount offer to support TDF's mission of making theatre accessible and affordable.

## Cost:

- Broadway: \$3,500 net
- Off-Broadway: \$1,750 net
- Design services are available starting at \$150 per blast
- Larger packages including additional channels available



To book, contact [mattc@tdf.org](mailto:mattc@tdf.org)