

# LASTAGE ONLINE ADVERTISING

Advertise with us online on *LAStageBlog.com* and *LAStageAlliance.com* (35,000 impressions/week), and in our weekly *LASTAGE TIX Half Price Ticket* email (29,000 opt-in subscribers).

## 1. Contact Info

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Contact Person

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Email

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Phone Fax

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Mailing Address

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Product Advertised

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Company

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Organizational Member of LA Stage Alliance? (Yes/No)

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## 2. Advertising Options

All advertisements except sponsored posts run on a weekly basis. Online ads change at 12 noon on Mondays, and the half price ticket email is sent midday on Tuesday each week. Sponsored posts run as a text only blog post, with a maximum of two posts per week.

Online ads must be submitted in jpg or gif format.

TYPE OF AD	MEMBER RATE	NON-MEMBER RATE
<b>160 x 600 px. Skyscraper Ad (1)</b> Appears on LAStageBlog and on selected LAStageAlliance webpages*	\$350/wk	\$425/wk
<b>728 x 90 px. Leaderboard Ad (2)</b> Appears on LA Stage Blog, positioned after second main post*	\$250/wk	\$325/wk
<b>Text Sponsored Post (3)</b> Appears on LA Stage Blog — in site searches, and in the 'main feed'. Limit to 15 word title, and 100 word body copy.	\$500	\$650
<b>700 x 150 px. Half Price Ticket Email Banner Ad</b> Appears at the top of weekly emails that go out on Tuesdays.	\$500	\$650

\*One ad weekly, changes Monday at noon.



### 3. Reserving

Indicate which advertisements you're interested in, how many of each you'd like to purchase, and what weeks you'd like your advertisements to appear :

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**160 x 600 px. Skyscraper Ad on LASTAGE Blog and LASTAGE Alliance**

(number of ads/run weeks):

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**728 x 90 px. Leaderboard Ad on LASTAGE Blog**

(number of ads/run weeks):

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**Text Sponsored Post on LASTAGE Blog**

(number of ads/run weeks):

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**700 x 150 px. Half Price Ticket Email Banner Ad**

(number of ads/run weeks):

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Once you have submitted this form, our staff will contact you regarding your order and availability of ad space the weeks you have requested.

### 4. Payment

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**Space Reservations will not be accepted unless guaranteed with complete credit card information**

Credit Card #:

Exp:

Security Code:

Cardholder Name:

Credit Card Billing Address:

Authorizing Signature:

Date:

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**Payment Method (Circle One)**

Credit Card

Check (payable to LA Stage Alliance)

Money Order

Cash

Please send receipt to:

at this Fax:

or Email:

### 5. Submit

Send all text and art files to **Ads@LAStageAlliance.com**.

Email this form to the same email address, or fax/mail to the LASA office.

FAX completed form to 213.614.0561 or

EMAIL to ADS@LASTAGEALLIANCE.COM

LA STAGE ALLIANCE

644 S. Figueroa

Los Angeles, CA 90017

Incomplete forms will not be accepted.