



Get our audience to patronize your business

We are attempting something a bit different here. We offer a show of an hour in length to provide the opportunity for audience members to have a "night out" experience. This means they don't have to commit to going to see dance and then go home. They get to patronize your business either before or after.

How is this different than buying a straight advertisement?

Typically dance shows are about 1 1/2 hours in length. Add a 15 minute intermission and the audience will have to commit to 1 hour and 45 minutes of experience. Add on top of that another 15 minutes of mingling and you have yourselves 2 hours of an evening in which you are ready to crawl into bed afterward.

"Past is Prelude" (March 1, 2 + 3 at the Julie Ince Thompson Theatre at the Dance Complex. 536 Mass. Ave., Central Sq., Cambridge) is purposely creating a show that is 45 minutes in length, charging less (so that the audience can spend more on the rest of their evening) and having 1 show on Friday (8pm), 2 shows on Saturday (7pm + 9pm) and Sunday (6pm + 8pm). All of this to allow audience to become patrons (or the other way around) within one evening.

What's the deal?

What we offer:

- Advertisement space in our program as well as on our website (visible on all pages) to allow patrons to plan their evening easily.
- Patrons get \$2 off their ticket if they show a receipt from your business.
- Space in our email alerts (to over 500 recipients sent once a week until the week of the show and 3 times the week of the show) stating your support and encouraging audience members to include you in their evening out.

What we are asking:

- \$50 for advertising space for a program advertisement, email alerts as well as an online ad. You may give us any coupons or menus to distribute at our performance and be sure that we will encourage our audience members to enjoy a bite to eat or drink before or after our show.

What are the details?

Each printed advertisement is half a page (5.5" x 8.5") horizontal.

Online advertisements are 140 px (width) and up to 275 px (height). (Please see attached for an example). The same online artwork will be used in the eblasts.

Please contact Callie Chapman (781-738-3272, callie@zoedance.org) to get started.

Deadline to submit artwork: February 24, 2013