



REACH THOUSANDS OF ATLANTA'S ART PATRONS IN PRINT & ONLINE!

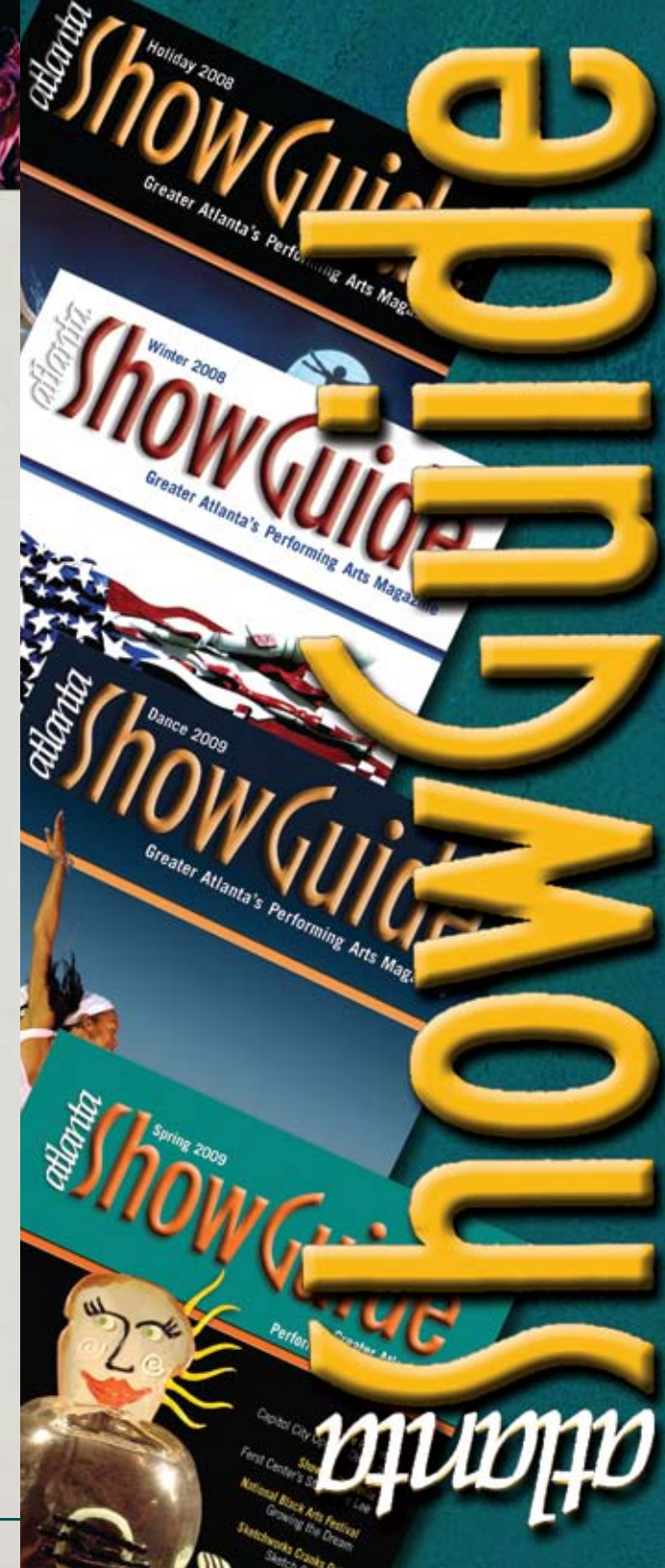
In 2008 Atlantans spent \$3.2 million on tickets on the performing & visual arts. Now you can reach this multi-million dollar market six times annually by advertising in the *Atlanta ShowGuide*. This publication is an extraordinary life line for the arts patrons on when, where, who and what is happening in Atlanta's arts scene. Also *Atlanta ShowGuide* is the most comprehensive arts publication in Atlanta providing listings of the shows/exhibits, venue locations, descriptions, ticket info, feature articles and profiles about regional arts groups and personalities. This info has a long shelf-life since most readers share it with family and friends. All of this presented in a high gloss, full color, easy to travel digest size format. With *Atlanta ShowGuide* you can reach more of city's arts patrons than with any other form of advertising.

Available online at www.AtlantaShowGuide.com with free online ad and Web links for all advertisers.

ATLANTA SHOWGUIDE DISTRIBUTION

- 7 Stages
- 14th Street Playhouse
- Actor's Express
- Alliance Theatre
- Atlantix Half Price Tickets at
- Underground Atlanta
- Cobb Energy Centre – Marietta
- Fabulous Fox Theatre
- Ferst Center for the Arts
- Gwinnett Convention and Visitors Bureau
- High Museum of Art
- Horizon Theatre
- Rialto Center for the Performing Arts
- Roswell Cultural Arts Center
- Symphony Hall
- The Center for Puppetry Arts
- The Legacy Theatre – Tyrone
- The Shakespeare Tavern
- The Strand Theatre – Marietta
- Theatre in the Square
- Theatrical Outfit
- Woodruff Arts Center

Available online at
www.AtlantaShowGuide.com



WHO'S WHO IN ATLANTA'S AUDIENCES

68% of audience is between the age of 34 and 65



Who is our audience?

Highly Educated ■ Affluent ■ Community Involved
Decision Makers – Business / Industry / Government
Active Lifestyle ■ Civic Minded



Demographics

Female	55%
Male	45%
Under 25 Years Old	9%
26 to 34 Years Old	23%
35 to 65 Years Old	58%
Over 65 Years Old	10%
Married/Partnered	73%
Widowed/Single	27%

Income / Status

Average Household Income	\$193,900
Median Household Income	\$145,115
\$150,000 or more	45.9%
\$100,000 - \$149,999	24.1%
\$60,000 - \$99,000	15.2%
Below \$60,000	14.8%
College Graduate	76%
Post-Graduate	45%
Professional/Managerial	58%

Lifestyle

Have An Investment Portfolio	94%
Bought Or Leased A New Car Last Year	83%
Purchased Fine Jewelry Last Year	44%
Traveled Internationally Last Year	36%
Dined out before/after a performance	69%

"The Electronic ShowGuide gives virtually unlimited distribution...and the features of the electronic format are wonderful... PLUS... the links you've created for advertisers, that go directly to our websites.... LOVELY... and how beautifully it complements the printed version of the book. THANK YOU for your perseverance, a great-looking product and your kind consideration of our financial limitations."

~ Dianna E. Butler
Director of Marketing & Development
Atlanta Lyric Theatre

"Atlanta ShowGuide reaches a terrific demographic—people who go out to arts events in the city. We advertise because of the appealing content and great distribution locations.."

~ Stephanie Lee
Marketing Director
First Center for the Arts

"Showguide is an important tool for Atlanta Arts community. It is the one publication that focuses on the arts, where, as an advertiser, I know I am reaching a cultural consumer. We work with limited budgets and knowing we can target our message is a key for Atlanta Ballet."

~ Tricia Ekholm
Director of Marketing
Atlanta Ballet

"Atlanta ShowGuide is the "Bible" of all things artistic in Atlanta. It is comprehensive, easy to use, and presents interesting articles to give insight into our city's artistic endeavors. Atlanta Gay Men's Chorus is proud to be included in such a vital publication."

~ Brenda Pruitt
Executive Director
Atlanta Gay Men's Chorus

2009-2010 SHOWGUIDE PRINT SCHEDULE & SPECS

ISSUE	AD DEADLINE	DELIVERS
Fall 09 (Aug-Oct)	August 7, 2009	August 2009
Holiday 09 (Oct-Dec)	October 7, 2009	October 2009
Winter 09 (Dec-Feb)	December 4, 2009	December 2009
Dance 10 (Feb-Apr)	February 5, 2010	February 2010
Spring 10 (Apr-Jun)	April 2, 2010	April 2010
Summer 10 (Jun-Aug)	June 7, 2010	June 2010
Fall 10 (Aug-Oct)	August 9, 2010	August 2010
Holiday 10 (Oct-Dec)	October 8, 2010	October 2010
Winter 10 (Dec-Feb)	December 7, 2010	December 2010

ABOUT OUR COVERS: We have been very fortunate to have some of the greatest visual artists to grace our covers. Such luminaries as dance photographer Richard Calmes, painter Steve Penley, glass sculptor Thom Lillie, and clay sculptor Susan Clayton have made our first impression a dynamic one. We are grateful to each of these incredible artists for their generosity. If you have any ideas or suggestions of any Georgia-based visual artists or craftsmen, regardless of the medium or type of art, please let us know.

RATES

Full page	\$1,250
Half page	\$750
Quarter page	\$450
Inside Back/Front Covers	\$1,500
Back Cover	\$1,750

NON-PROFIT RATES

Full page	\$900
Half page	\$550
Quarter page	\$350
Inside Back/Front Covers	\$1250
Back Covers	\$1500

Take additional % off rate card:

3 insertions	5%
6 insertions	10%

NEW MECHANICAL SPECS (PLEASE FOLLOW CAREFULLY)

NEW Trim Size	5.25 x 8.375
*Full Page, Full Bleed (.25 extra all sides)	5.75 x 8.875
Full Page, No Bleed	4.75 x 8.375
Half Horizontal	4.75 x 3.75
Quarter Vertical (only)	2.25 x 3.75
*Live area of ads must fall within 4.75 x 8.375 in order to not trim off any important information.	

AD LAYOUT CHARGES

Ad design is available. Call for current charges and procedures.

Email to sales@atlantashowguide.com or call for ftp information.

www.AtlantaShowGuide.com · Sales@AtlantaShowGuide.com
Tel: 770-807-0234 · Fax: 770-807-0249