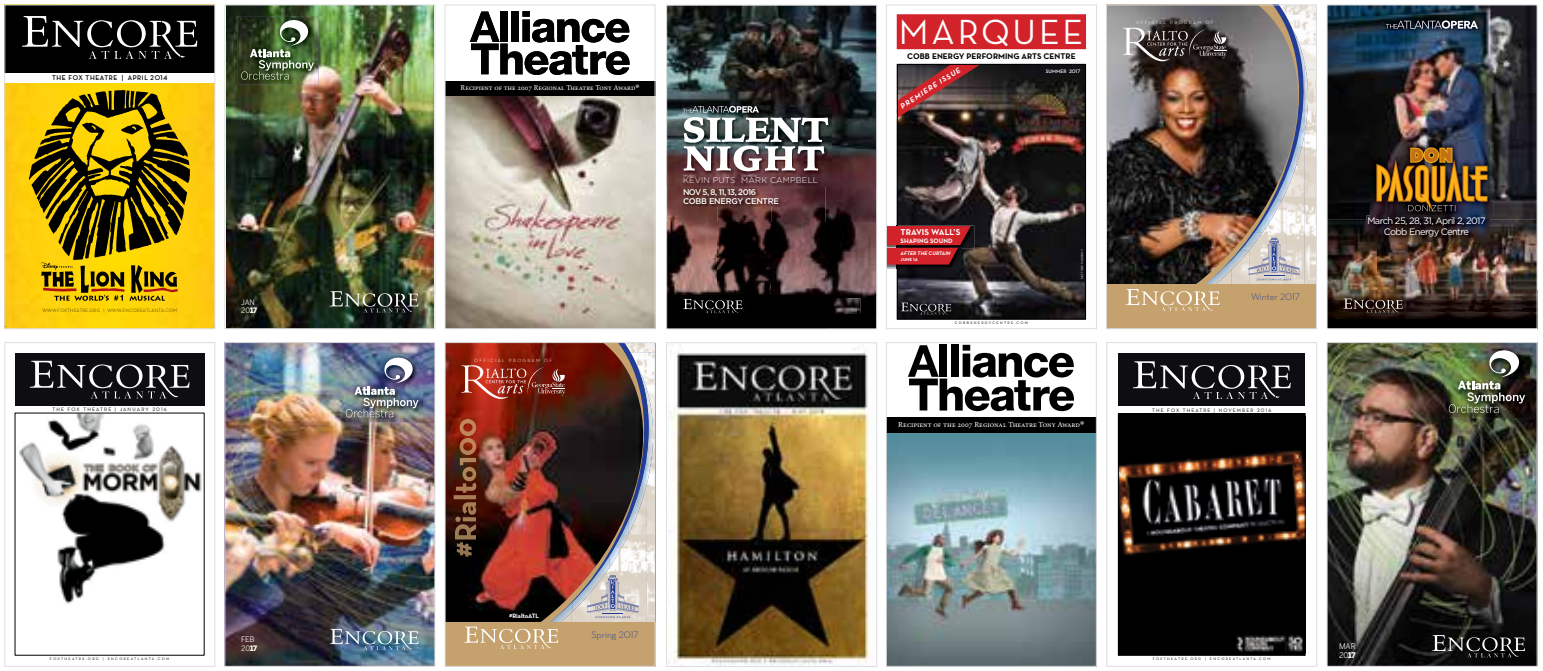
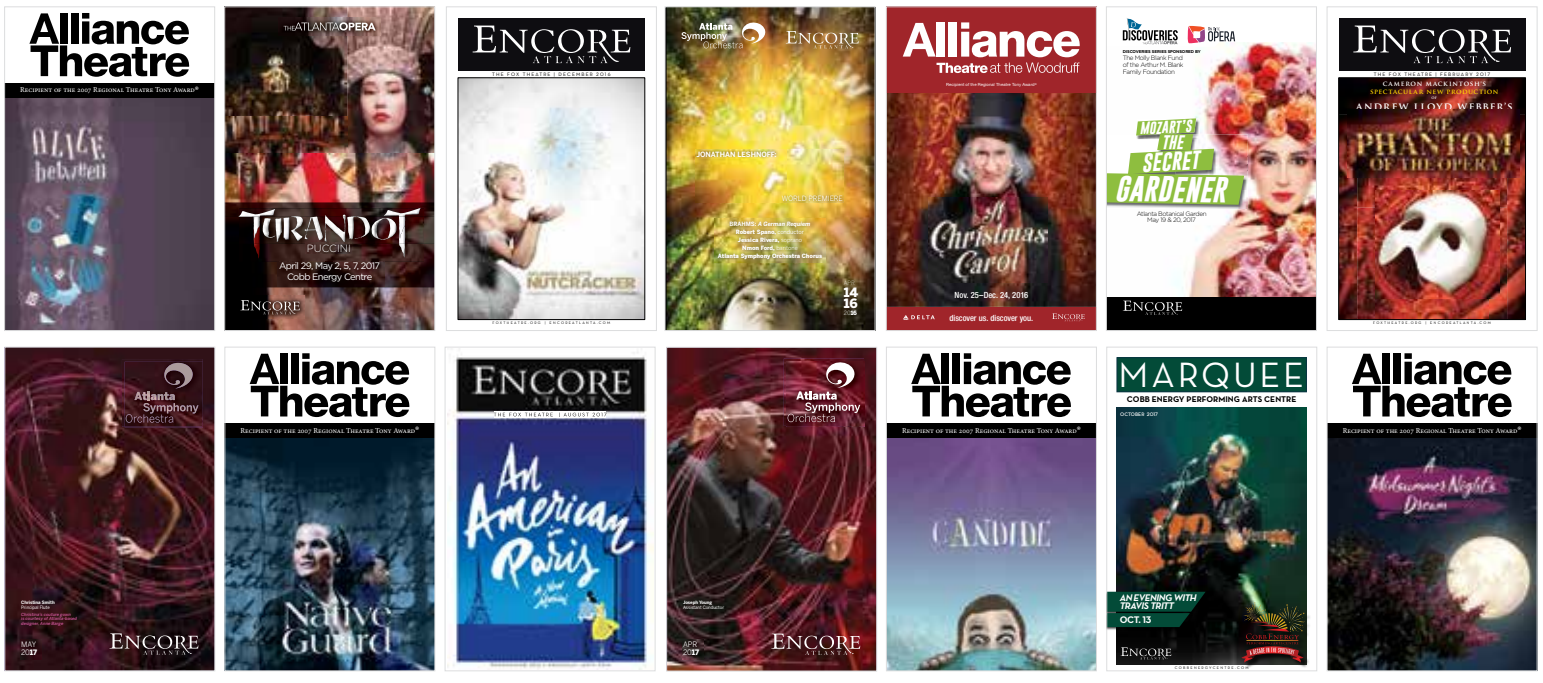


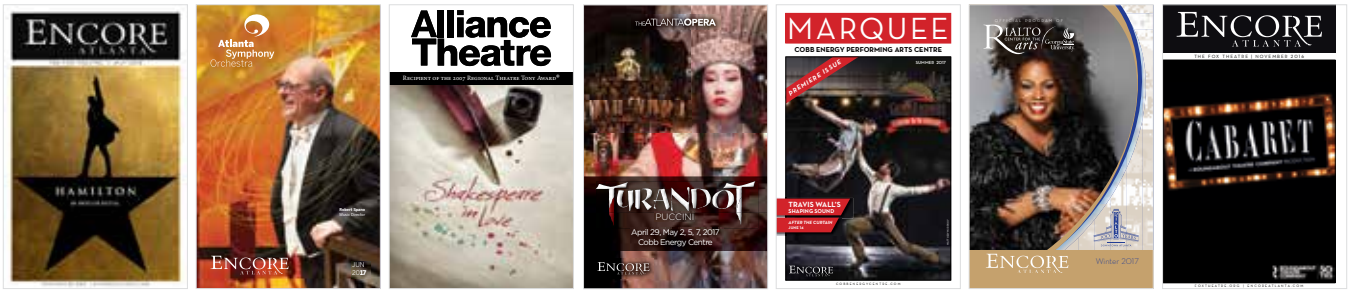
ENCORE ATLANTA

Encore Atlanta is the exclusive marketing platform that is fully integrated into the Atlanta arts scene, connecting brands with Atlanta's movers, shakers and influencers.

- Reach more than 4 million active, engaged and connected Atlantans through first party data programmatic marketing, interactive print, digital, and social media.
- Reach consumers that spend more than $60 million a year to attend shows.
- Grab patrons' attention at a moment of pure receptivity.

Reach this powerful community of influentials.





THE POWER OF PERFORMANCE

The Encore Atlanta platform is your ticket into the Atlanta arts scene. With one media buy, your message reaches the highest concentration of active, upscale consumers in the metro area. We do this with first-party data programmatic marketing, interactive print, digital, and social media. No other American city has a media outlet that engages its arts- and entertainment-loving population as comprehensively as Encore Atlanta does.

Our readers:

- Number more than 4 million a year.
- Spend more than $60 million a year to attend performances at our partner venues.
- Have the highest average household income ($185,000+) of any upscale Atlanta publication.

Encore Atlanta extends the reach of your message through the digital assets of our venue partners. That means digital editions of every program are sent to another 3.8 million patrons each year.

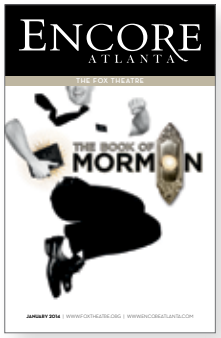
When you partner with Encore Atlanta, your message is hand-delivered to active buyers who shop, dine, travel and invest in high-end consumer goods, real estate, portfolios, medical care and education. Reach them at a moment of pure receptivity, in an open frame of mind before, during and after a show.

THE ENCORE ATLANTA PLATFORM

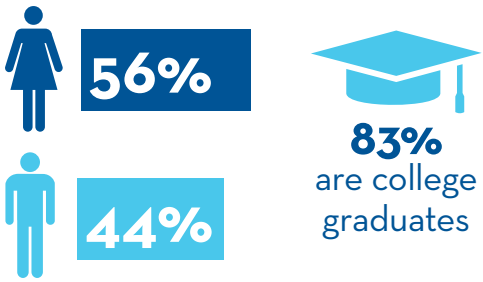
Partners' Digital Assets	Fox Theatre Broadway In Atlanta	Atlanta Symphony Orchestra	Alliance Theatre The Atlanta Opera	Cobb Energy Performing Arts Centre	Rialto Center for the Arts at GSU	Woodruff Arts Center
Encore 3.0	First party data		New era of programmatic marketing		Dedicated dashboard	
Traditional Digital	Newsletters		Web banners		Social media	
Interactive Print	56 publications				7 venues	

FOX THEATRE
AUDIENCE: 2 MILLION+ EACH YEAR

The Fox Theatre is more than Atlanta's historic treasure. It's one of the most successful theaters in the country. Annually, it hosts 250 shows and half a million visitors. It has ranked among the Top 3 theaters in North America for gross ticket sales for more than a decade.



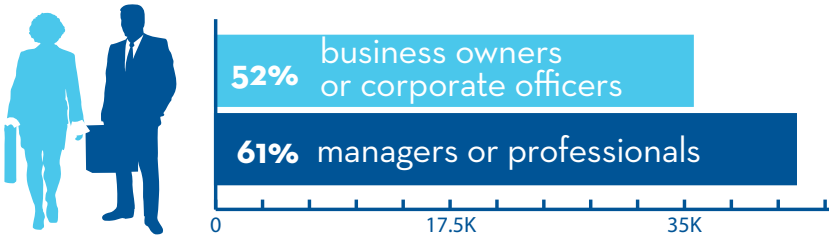
THE FOX THEATRE AUDIENCE



83% are college graduates

They attend an average of **5** shows/year

$109,000 average household income



THE FOX THEATRE RATES

	12x	6x	3x	1x
Full Page	$4,080	$4,660	$5,240	$5,820
Half Page	$2,660	$3,030	$3,400	$3,780
Quarter Page	$1,430	$1,630	$1,840	$2,040

PREMIUM POSITIONS

Guaranteed	10% increase
Opposite Program Opener	15% increase
Opposite Contents Page	15% increase
2nd Cover	Available upon request
3rd Cover	Available upon request
4th Cover	Available upon request

All rates are gross and subject to change. Cancellations will not be accepted after ad closing date. The publisher may reject or cancel any advertising for any reason at any time. Agency commission: 15% (production premiums are non-commissionable). Bills are rendered on or about the first of the issue month, with net due within 30 days of invoice date. Effective Sept. 6, 2016

ENCORE ATLANTA
8920 Eves Road #769479, Roswell, GA 30076 | 678-837-4004 | fax 678-837-4066
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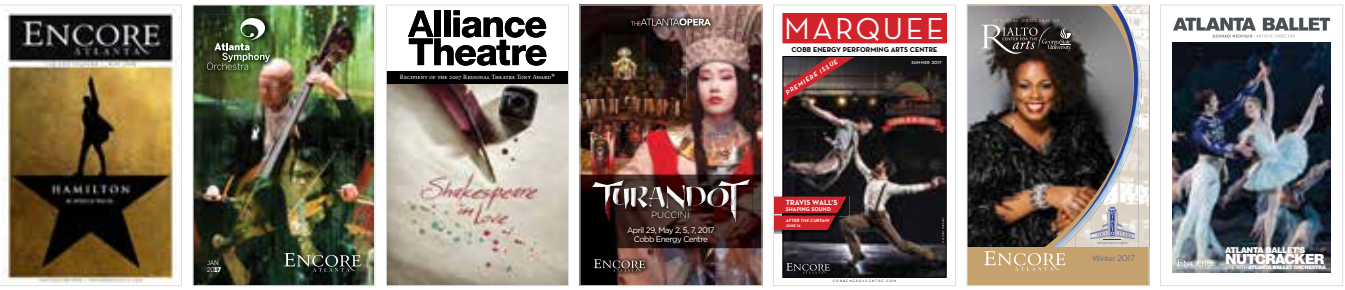

ENCORE ATLANTA TOTAL MARKET

The Encore Atlanta platform is your ticket into the Atlanta arts scene. With one media buy, your message reaches the highest concentration of active, upscale consumers in the metro area.

This package includes coverage in every Encore Atlanta publication for the Fox Theatre, Atlanta Symphony Orchestra, Alliance Theatre, The Atlanta Opera, Cobb Energy Performing Arts Centre and Rialto Center for the Arts at Georgia State University.

ENCORE ATLANTA TOTAL MARKET RATES

	12x	6x	3x	1x
Full Page	$7,275	$7,375	$8,200	$9,100
Half Page	$4,750	$5,060	$5,320	$5,950
Quarter Page	$2,550	$2,720	$2,870	$3,200
Eighth page	$1,465	$1,550	$1,640	$1,820
Spread	$10,580	$11,245	$11,905	$13,230

PREMIUM POSITIONS

Guaranteed	10% increase
Opposite Program Opener	15% increase
Opposite Contents Page	15% increase
2nd Cover	Available upon request
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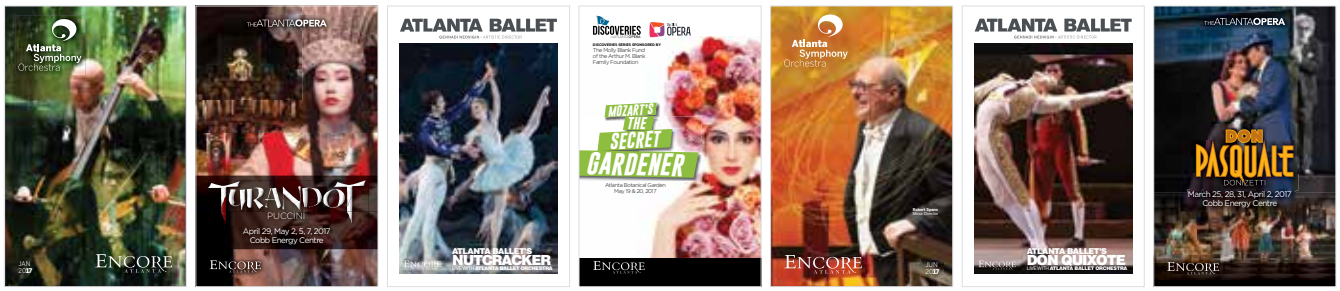

Atlanta Symphony Orchestra

THE ATLANTA OPERA

ATLANTA BALLET

ENCORE ATLANTA CLASSIC ARTS

Place your brand in front of Atlanta's classic arts scene with Encore Atlanta. With one media buy, your message reaches the highest concentration of active, upscale consumers in the metro area.

This package includes coverage in every Atlanta Symphony Orchestra, The Atlanta Opera and Atlanta Ballet program.

ENCORE ATLANTA CLASSIC ARTS RATES

	12x	6x	3x	1x
Full Page	$6,275	$6,735	$7,200	$8,100
Half Page	$3,750	$4,060	$4,320	$4,950
Quarter Page	$1,550	$1,720	$1,870	$2,200
Eighth page	$465	$550	$640	$820
Spread	$9,580	$10,245	$10,905	$12,230

PREMIUM POSITIONS

Guaranteed	10% increase
Opposite Program Opener	15% increase
Opposite Contents Page	15% increase
2nd Cover	Available upon request
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4th Cover	Available upon request

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FOX THEATRE ATLANTA

Alliance Theatre

COBB ENERGY PERFORMING ARTS CENTRE
A DECADE IN THE SPOTLIGHT

RIALTO CENTER FOR THE arts | Georgia State University

ENCORE ATLANTA THEATER

Place your brand in front of Atlanta's theater scene with Encore Atlanta. With one media buy, your message reaches the highest concentration of active, upscale consumers in the metro area.

This package includes coverage in every Fox Theatre, Alliance Theatre, Cobb Energy Performing Arts Centre and Rialto Center for the Arts at Georgia State University.

ENCORE ATLANTA THEATER RATES

	12x	6x	3x	1x
Full Page	$6,275	$6,735	$7,200	$8,100
Half Page	$3,750	$4,060	$4,320	$4,950
Quarter Page	$1,550	$1,720	$1,870	$2,200
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Atlanta Symphony Orchestra

ATLANTA SYMPHONY ORCHESTRA
AUDIENCE: 800,000+ EACH YEAR

Only one metro arts organization has won more than 15 Grammy awards and recorded nearly 100 albums: the Atlanta Symphony Orchestra. These world-class musicians, who play their way through a 10-month season, attract sophisticated, well-connected patrons. Encore Atlanta, the official show program, is the only way you can reach them. We publish 10 interactive print programs.

THE ASO AUDIENCE

60%

40%

85% are college graduates

They attend an average of **5** shows/year

60% are married

82% have no children

$150,000 average household income

*Annual average total readership of patron copies. Source: Atlanta Symphony Orchestra

THE ASO RATES

	10x	5x	3x	1x
Full Page	$3,570	$4,070	$4,590	$5,100
Half Page	$2,320	$2,650	$2,980	$3,310
Quarter Page	$1,250	$1,430	$1,610	$1,790

PREMIUM POSITIONS

Guaranteed	10% increase
Opposite Program Opener	15% increase
Opposite Contents Page	15% increase
2nd Cover	Available upon request
3rd Cover	Available upon request
4th Cover	Available upon request

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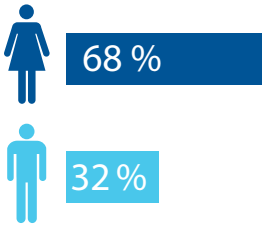
Alliance
Theatre at the Woodruff

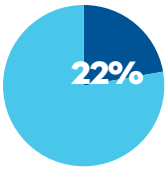
THE ALLIANCE THEATRE
AUDIENCE: 800,000+ EACH YEAR

This Tony Award-winning regional powerhouse entertains more than 200,000 people each year and reaches the youngest, most ethnically diverse audiences among our partner venues. The Alliance is known as a home for some of the most exciting contemporary theater in the country and as an incubator for new Broadway shows (*The Prom*, *The Color Purple*, *Aida*). It draws smart, well-connected local, Southeastern and national audiences to its two stages. Encore Atlanta publishes 12 interactive print programs for the Alliance Theatre.

THE ALLIANCE THEATRE AUDIENCE



90% are college graduates



are African-American, Latino, Asian or other

65% have a household income of $100,000+

29% have a household income of $150,000+

Source: Alliance Theatre, April 2015

THE ALLIANCE THEATRE RATES

	12x	6x	1x
Full Page	$2,000	$2,200	$2,500
Half Page	$1,200	$1,500	$1,750
Quarter Page	$750	$850	$900

PREMIUM POSITIONS

Guaranteed	10% increase
Opposite Program Opener	15% increase
Opposite Contents Page	15% increase
2nd Cover	Available upon request
3rd Cover	Available upon request
4th Cover	Available upon request

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THE ATLANTA OPERA

ARIA

Encore Atlanta's custom *Aria* publication is the Atlanta Opera's exclusive show program and the only one put in the hands of patrons at each of six shows — four at the Cobb Energy Performing Arts Centre and two in its Discoveries series, which takes opera performances to audiences and venues throughout the metro area. The 2-year-old Discoveries series sells out within hours of tickets becoming available.

THE ATLANTA OPERA
AUDIENCE: 175,000+ EACH YEAR

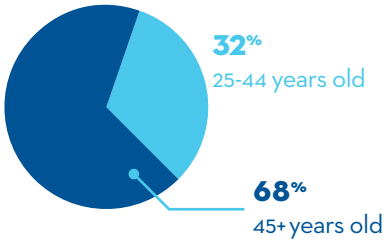
THE ATLANTA OPERA AUDIENCE

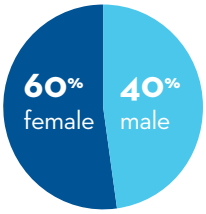
69% have a household income of $70,000+

47% have a household income of $100,000+

20% have a net worth of $1 million+

91% are college graduates





99% own their home

43% have a child in the household

67% live outside of I-285

THE ATLANTA OPERA RATES

	6x	4x	1x
Full Page	$2,650	$2,850	$3,500
Half Page	$1,500	$1,650	$1,950
Quarter Page	$1,200	$1,450	$1,700

PREMIUM POSITIONS

Guaranteed	10% increase
Opposite Program Opener	15% increase
Opposite Contents Page	15% increase
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3rd Cover	Available upon request
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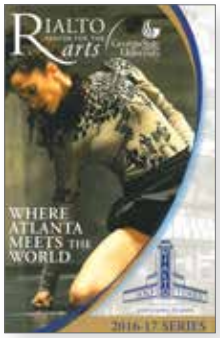
THE RIALTO CENTER FOR THE ARTS
AUDIENCE: 240,000+ EACH YEAR

Georgia State University's Rialto Center for the Arts is the newest partner in the Encore Atlanta family. Its nationally renowned programming — largely national and international jazz, world music and dance — brings patrons to downtown Atlanta and has an economic impact of $3.08 million on the city and the state of Georgia. Some 80% of its patrons have at least an undergraduate degree and an average household income of $75,000+. Encore Atlanta publishes three wide-ranging interactive print programs in the course of a 17-event, eight-month season.



THE RIALTO CENTER FOR THE ARTS AUDIENCE

60,000 visitors per year

80%
have an undergraduate degree or higher

$3.08M economic impact on Atlanta and State of Georgia

$ average household income
$75,000+

THE RIALTO CENTER FOR THE ARTS RATES

	3x	1x
Full Page	$2,300	$2,500
Half Page	$1,500	$1,800
Quarter Page	$850	$990

PREMIUM POSITIONS

Guaranteed	10% increase
Opposite Program Opener	15% increase
Opposite Contents Page	15% increase
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COBB ENERGY PERFORMING ARTS CENTRE
AUDIENCE: 800,000+ EACH YEAR

Cobb Energy Performing Arts Centre is the newest member of the Encore Atlanta family of partners and publications. With its 2,750 seats, it fits neatly in size between the larger Fox Theatre (4,800 seats) and Atlanta Symphony Hall (1,800 seats). In addition to serving as the home of Atlanta Ballet and The Atlanta Opera, Cobb Energy Centre hosts a diverse blend of comedians, special events and concerts that range from jazz and R&B to country, pop and classic rock.

COBB ENERGY CENTRE AUDIENCE

54%

46%

61% have an undergraduate degree or higher

63% are married

62% have a child present in the home

40% of patrons make **$100,000+**

COBB ENERGY CENTRE RATES

	6x	4x	1x
Full Page	$1,980	$2,090	$2,310
Half Page	$1,210	$1,375	$1,540
Quarter Page	$726	$770	$990

PREMIUM POSITIONS

Guaranteed	10% increase
Opposite Program Opener	15% increase
Opposite Contents Page	15% increase
2nd Cover	Available upon request
3rd Cover	Available upon request
4th Cover	Available upon request

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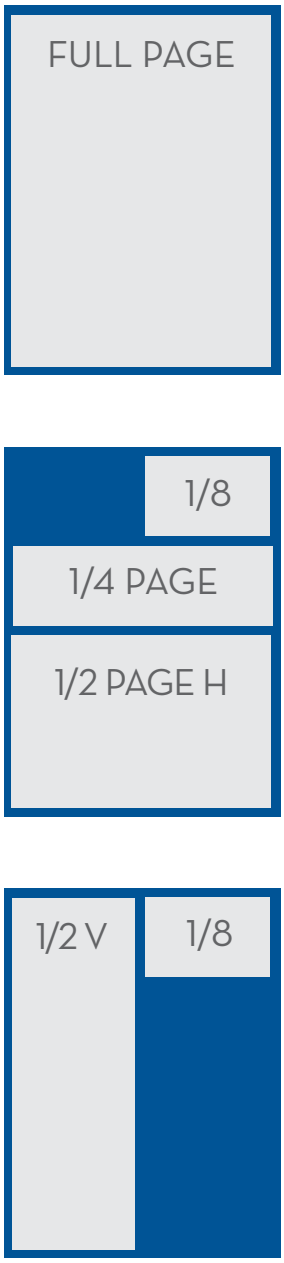

PRINT SPECIFICATIONS

DIGEST TRIM SIZE: 5.375" wide x 8.375" high

Please allow at least 3/8" (.375") internal safety margin for live type and logos.

AD SIZES*	BLEED w x h	NO BLEED w x h
Digest Spread	11" x 8.625"	10" x 7.625"
Digest Full	5.625" x 8.625"	4.625" x 7.625"
Digest Half H	N/A	4.625" x 3.75"
Digest Half V	N/A	2.25" x 7.625"
Digest Quarter	N/A	4.625" x 1.8125"
Digest Eighth	N/A	2.25" x 1.8125"

PRINT AD SPECS

- Preferred file format: Adobe high-quality PDF with crop and bleed marks. Also accepted: Photoshop EPS or Tiff, Illustrator EPS or packaged Adobe InDesign CS6 or higher (with support images and fonts). We cannot work with Publisher files.
- All images should be 300 dpi at final printed size.
- All colors must be designated as process (CMYK). NOTE: Spot colors, RGB and Lab colors may not convert or reproduce accurately.
- Any format other than those listed above will be billed for conversion.
- If the ad will need to be revised regularly (such as changing an expiration date or special offer) we will need the actual working files (including fonts).

EMAIL MATERIALS TO

production@encoreatlanta.com (10mb max)

UPLOAD TO FTP SERVER

(FTP software required if sending from a Mac: Google “Cyberduck” or “Fetch”)
Host: ftp.americanmediaproducts.com
Log in: ampcontacts
Password: Ampinc1
Upload your file to the “encore_atlanta” folder.
Email production@americanmediaproducts.com indicating the filename of your ad.

ENCORE ATLANTA

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DIGITAL OPPORTUNITIES

Encore Atlanta engages more than 22,000 people a month through social media, has an opted-in list of more than 20,000 enewsletter subscribers, and gets nearly 10,000 website hits a month. In addition, our digital issues generate more than 160,000 impressions a year! Don't miss your chance to connect with our passionate, active, engaged Encore Atlanta audience online and through our other digital programs.

Social media support

Need some help amplifying your social media messaging or creating a content strategy for your brand? Encore Atlanta has a passionate, dedicated following on Facebook, Twitter, Instagram, Pinterest, G+ and YouTube and would be happy to help you reach its 22,000+ social media fans while growing your own online communities. For $2,000/year, our social team will consult with you, help you create an editorial calendar and amplify your social media team's efforts by sharing your content and helping it reach a larger audience than you can on your own.

ENCORE DIGITAL ADVERTISING SPECS & RATES*

ENCORE EBLAST	SPECS	RATE
Top Banner	575px x 120px	$1,400
Side Banner	170px x 500-600px	$1,400
ENCOREATLANTA.COM AD	SPECS	RATE
Leaderboard	728px x 90px	$1,400
Side Column Banner	300x x 100px	$900
Side Column Badge	250px x 250px	$1200
Digital Edition Leaderboard	728px x 90px	$2,400
Digital Edition Side Banner	170px x 500-600px	$2,000
Digital Edition Full Page	5.375" x 8.375"	$1,500
Digital Edition Half Page	4.625" x 3.75"	$875

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PoshDealz

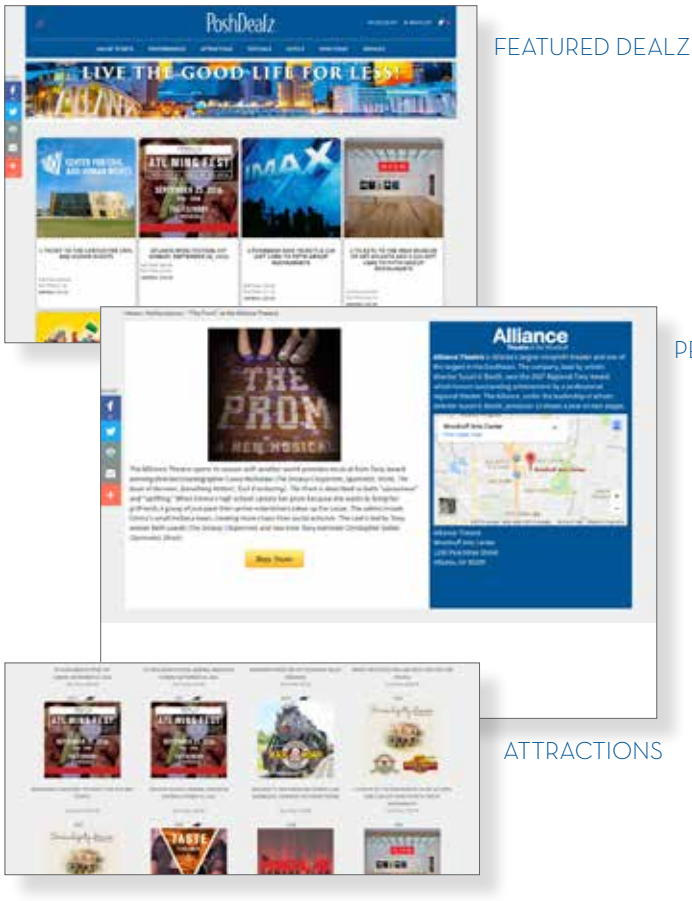
"We utilized PoshDealz as part of our marketing strategy [because] we wanted to be able to expand our outreach to a much broader demographic. The PoshDealz team really came through for us… We had packed houses and wildly enthusiastic audiences, with many patrons seeing an Atlanta Lyric Theatre production for the first time and vowing to come back!"

Dianne E. Butler
Director of Marketing and Community Relations
Atlanta Lyric Theatre

EXCEPTIONAL EXPERIENCES AT A PRICE YOU CAN AFFORD

Before people go out in Atlanta, they go to PoshDealz.com to find deals on show tickets, hotels/travel, restaurants, attractions, consumer goods, and dinner-and-show packages. If you have excess inventory to move or empty seats (or beds) to fill, let us promote your offers to our engaged audience of 11,000 local bargain hunters.

PoshDealz.com isn't like other deal sites. *You* tell *us* how much money you need back from each transaction, and we create the deal from there.



FEATURED DEALZ

PERFORMANCES

ATTRACTIONS

ENCORE ATLANTA

8920 Eves Road #769479, Roswell, GA 30076 | 678-837-4004 | fax 678-837-4066
EncoreAtlanta.com | facebook.com/EncoreAtlanta | @EncoreAtlanta

THE FOX THEATRE AND THE ATLANTA SYMPHONY ORCHESTRA

ENCORE NATIONAL ADVERTISING RATES*

	12x	6x	3x	1x
Full Page	$6,365	$7,275	$8,200	$9,100
1/2 Page	$3,775	$4,750	$5,320	$5,950
1/4 Page	$2,230	$2,550	$2,870	$3,200
1/8 Page	$1,276	$1,465	$1,640	$1,820
Spread	$9,265	$10,580	$11,905	$13,230
Augmented Reality	$300 per augmented ad. Additional charges may apply for original AR designs created by in-house team.			

PREMIUM POSITIONS

Guaranteed	10% increase
Opposite Program Opener	15% increase
Opposite Contents Page	15% increase
2nd Cover	Available upon request
3rd Cover	Available upon request
4th Cover	Available upon request

EMAIL MATERIALS TO

production@encoreatlanta.com (10mb max)

UPLOAD TO FTP SERVER

(FTP software required when sending from a Mac: Google “Cyberduck” or “Fetch”)

Host: ftp.americanmediaproducts.com

Log in: ampcontacts

Password: Ampinc1

Upload your file to the “encore_atlanta” folder.

Email production@atlantametropub.com indicating the filename of your ad.

*All rates are gross and subject to change. Cancellations will not be accepted after ad closing date. The publisher may reject or cancel any advertising for any reason at any time. Agency commission: 15% (production premiums are non-commissionable). Bills are rendered on or about the first of the issue month, with net due within 30 days of invoice date.

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THE FOX THEATRE AND THE ATLANTA SYMPHONY ORCHESTRA

ENCORE SMALL BUSINESS ADVERTISING RATES*

	12x	6x	3x	1x
Full Page	$2,950	$3,355	$3,780	$4,195
Half Page	$1,765	$2,015	$2,275	$2,520
Quarter Page	$880	$1,010	$1,135	$1,260
Eighth Page	$590	$680	$755	$845

PREMIUM POSITIONS

Guaranteed	10% increase
Opposite Program Opener	15% increase
Opposite Contents Page	15% increase
2nd Cover	Available upon request
3rd Cover	Available upon request
4th Cover	Available upon request

EMAIL MATERIALS TO

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THE FOX THEATRE AND THE ATLANTA SYMPHONY ORCHESTRA

ENCORE LOCAL ADVERTISING RATES*

	12x	6x	3x	1x
Full Page	$5,095	$5,820	$6,550	$7,280
Half Page	$3,320	$3,790	$4,260	$4,730
Quarter Page	$1,785	$2,040	$2,295	$2,550
Eighth Page	$1,025	$1,165	$1,310	$1,460
Spread	$8,160	$9,315	$10,480	$11,645

PREMIUM POSITIONS

Guaranteed	10% increase
Opposite Program Opener	15% increase
Opposite Contents Page	15% increase
2nd Cover	Available upon request
3rd Cover	Available upon request
4th Cover	Available upon request

EMAIL MATERIALS TO

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THE FOX THEATRE AND THE ATLANTA SYMPHONY ORCHESTRA

ENCORE RESTAURANT ADVERTISING RATES*

Pack your restaurant before and after theater and symphony performances.

The Fox Theatre's website gets more than 1.2 million visitors a year. And the only restaurants listed there are Encore Atlanta advertisers — each of whom gets a logo, brief description and hyperlink.

Want to fill tables on your slowest nights? Create a Dinner & a Show offer, which will be marketed and sold through the Fox Theatre website and Atlanta Symphony Orchestra group sales office.

	12x	6x	3x
Full Page	$2,915	$3,405	$3,719
Half Page	$1,900	$2,100	$2,275
Quarter Page	$950	$1,070	$1,190
Eighth Page	$565	$660	$770

PREMIUM POSITIONS

Guaranteed	10% increase
Opposite Program Opener	15% increase
Opposite Contents Page	15% increase
2nd Cover	Available upon request
3rd Cover	Available upon request
4th Cover	Available upon request

EMAIL MATERIALS TO

production@encoreatlanta.com (10mb max)

UPLOAD TO FTP SERVER

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"It was easy to see just how important and valuable the partnership we have with Encore and the Fox really is. I just wanted to acknowledge your efforts and your team for putting [dinner-and-a-show nights] together and for including us in this wonderful cultural doubleheader!"

Vajra Stratigos
Corporate Director, Food and Beverage Services
Fifth Group Restaurants

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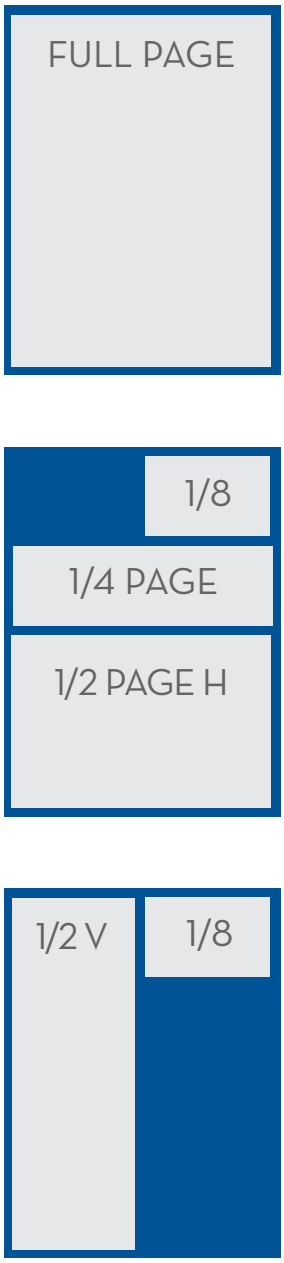

DIGITAL SPECIFICATIONS

ENCORE EBLAST	SPECS	RATE
Top Banner (A)	575px x 120px	$1,400
Side Banner (B)	170px x 500-600px	$1,400
ENCOREATLANTA.COM AD	SPECS	RATE
Leaderboard (C)	468px x 60px	$1,400
Side Column Banner (D)	300x x 100px	$900
Side Column Badge (E)	145px x 100px	$600
Digital Edition Leaderboard (C)	468px x 60px	$1,400
Digital Edition Side Banner (B)	170px x 500-600px	$2,000

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DIGITAL OPPORTUNITIES

Encore Atlanta engages more than 28,000 people a month through social media, has an opted-in list of more than 25,000 enewsletter subscribers, and gets nearly 150,000 website hits a month. In addition, our digital issues generate more than 160,000 impressions a year! Don't miss your chance to connect with our passionate, active, engaged Encore Atlanta audience online and through our other digital programs.

ENCORE DIGITAL ADVERTISING SPECS & RATES*

ENCORE EBLAST	SPECS	RATE
Top Banner	575px x 120px	$1,400
Side Banner	170px x 500-600px	$1,400
ENCOREATLANTA.COM AD	SPECS	RATE
Leaderboard	728px x 90px	$1,400
Side Column Banner	300x x 100px	$900
Side Column Badge	250px x 250px	$1200
Digital Edition Leaderboard	728px x 90px	$1,400
Digital Edition Side Banner	170px x 500-600px	$2,000

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