

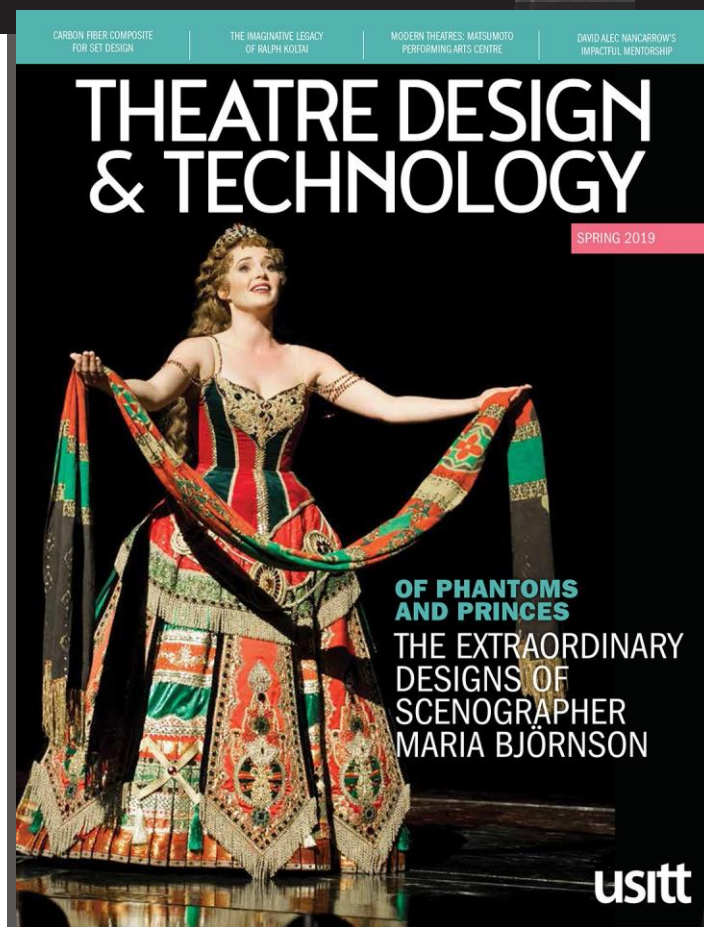
The USITT logo consists of the word "usitt" in a white, lowercase, sans-serif font, centered within a solid red square.

Advertising Opportunities & Media Kit

USITT members represent an extraordinary array of visionaries who are shaping the future of entertainment production.

We invite you to connect with this exclusive audience of theatre and entertainment professionals, product innovators, academic institutions, students, and other industry specialists through our print, digital newsletters, and website advertising opportunities.

To secure your advertising package contact Lea Ann Quimby at **(800) 938-7488 Ext. 102** or at **lquimby@usitt.org**.



**Theatre Design
& Technology**

**USITT
Weekly News**

**USITT
Website Ads**

**Featured
Job Postings**

**Membership
E-Blasts**

**TECHnically
Speaking Ads**

usitt Theatre Design & Technology

Member/Subscriber Circulation

Our flagship journal, *Theatre Design & Technology*, reaches **over 4500** members and subscribers four times each year. Members can also access past issues online. The mission of TD&T is to connect performing arts design and technology communities to ensure a vibrant dialogue among practitioners, educators, and students. **8 in 10 readers** consider TD&T extremely effective/ effective in meeting that goal. TD&T also has significant extended circulation:

- **61%** of *Theatre Design & Technology* readers have used an article as a teaching tool
- **66%** of *Theatre Design & Technology* readers have shared an article with a colleague

Best Read Industry Publication

THEATRE DESIGN & TECHNOLOGY



Live Design



PLSN (Projection, Lights and Staging News)



Theatre and Performance Design



Protocol



Theatre Arts Journal: Studies in Scenography & Performance



Theatre Design & Technology

is the best read publication in the field by a significant margin as shown by the percentages at the left, which represent readers who find each publication useful or somewhat useful.



54%

of TD&T readers have
visited an advertiser's site
after seeing an ad in TD&T

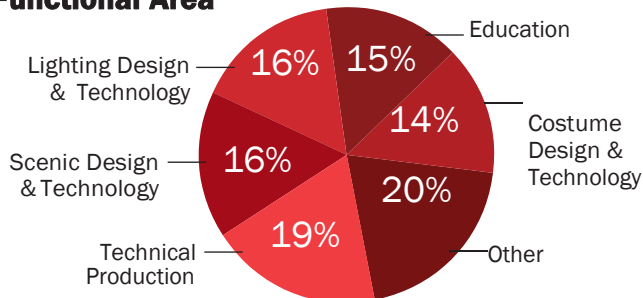
33%

of TD&T readers have
**purchased or recommended an
advertised product or service**

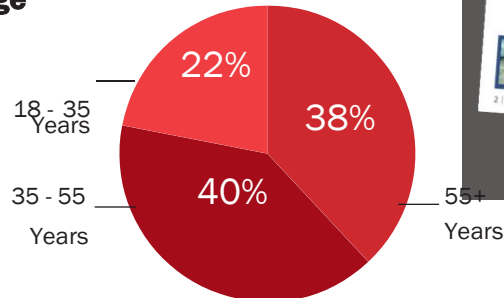
usitt Theatre Design & Technology

Reader Demographics

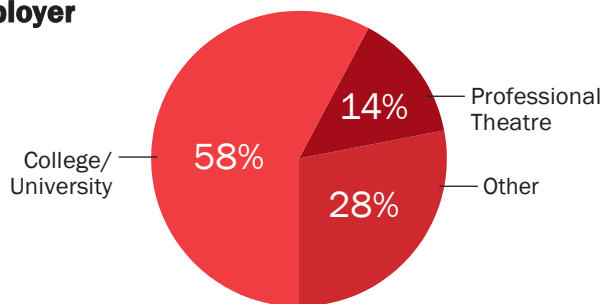
Functional Area



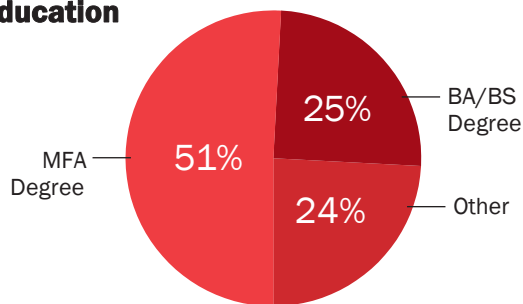
Age



Employer



Education



Readership Ratings ★★★★★

Accuracy/Reliability of Information

98%

of Readers Rated TD&T as Excellent/Good

Credibility of USITT as publisher

97%

of Readers Rated TD&T as Excellent/Good

Overall Quality of Writing

94%

of Readers Rated TD&T as Excellent/Good

Overall Satisfaction with the Publication

89%

of Readers Rated TD&T as Excellent/Good

Reader Topics of Interest

| | |
|------------------------------|-----|
| Emerging Technologies | 90% |
| Technical Production | 78% |
| Scenic Design & Technology | 76% |
| Lighting Design & Technology | 69% |
| Design in Other Disciplines | 67% |
| Event Safety & Health | 67% |
| Sustainability | 63% |
| Architecture | 61% |
| Management | 60% |
| Engineering | 59% |
| International Topics | 56% |
| Sound Design & Technology | 54% |
| Costume Design & Technology | 42% |

3%

of our TD&T readers are International subscribers



usitt Theatre Design & Technology

Ad Rates for TD&T and TD&T Portfolio

| Placement | 1 Issue | 4 Issues | 5 Issues | Specs (W x H) |
|--------------|---------|----------|----------|---|
| Back Cover | \$2900 | \$2200 | \$1800 | 8.5" x 11.125" (bleed); 8.25" x 10.875" (trim) |
| Inside Cover | \$2200 | \$2000 | \$1700 | 8.5" x 11.125" (bleed); 8.25" x 10.875" (trim) |
| Full Page | \$1900 | \$1500 | \$1400 | 8.5" x 11.125" (bleed); 8.25" x 10.875" (trim) |
| 2/3 Page | \$1700 | \$1300 | \$1200 | 4.63" x 10" |
| 1/2 Page | \$1300 | \$1200 | \$1000 | 7" x 4.88" (horizontal); 3.38" x 10" (vertical) |
| 1/3 Page | \$1200 | \$1000 | \$900 | 2.25" x 10" |
| 1/4 Page | \$1000 | \$925 | \$800 | 3.38" x 4.88" |

Member Discounts: Contributing Member 15% • Sustaining Member 10% • Supporting Member 5%

Deadlines & Publication Dates

| Issue | Space Reservation | Artwork Deadline | Mail Date |
|------------------|-------------------|------------------|------------|
| TD&T Winter 2024 | December 11 | December 18 | February 7 |
| TD&T Spring 2024 | March 7 | March 14 | May 1 |
| TD&T Summer 2024 | July 23 | July 30 | August 12 |
| TD&T Fall 2024 | September 10 | September 17 | November 1 |



TD&T Portfolio

In addition to four annual issues of *Theatre Design and Technology* you can also advertise in the *TD&T Portfolio*. This special annual publication to USITT members highlights influential leaders in the theatre design and technology industry by sharing their innovations, their care for the craft, and other noteworthy accomplishments.



Weekly News

Member/Subscriber Circulation

Weekly News is the weekly digital newsletter sent to over 12,000 people!

- 47 percent average open rate
- 4.4 percent average click rate

Weekly News is considered a news hub for our members to:

- Keep up with the latest Institute and Industry happenings
- Indulge in feature stories and Q&A interviews with industry luminaries, early career members, and companies
- Stay current with upcoming events and deadlines

Advertising Packages:

| Ad Options | Size (W x H) | Coverage | Available | Slots Rate |
|--------------------|------------------|----------|-----------|------------|
| Exclusive Large Ad | 550 x 150 pixels | 1 email | 1 | \$750 |
| Shared Medium Ad | 315 x 150 pixels | 1 email | 2 | \$350 |
| Shared Small Ad | 210 x 150 pixels | 1 email | 3 | \$200 |

Member Discounts:

Contributing Member 15% • Sustaining Member 10% • Supporting Member 5%



Friday, Feb. 10, 2023



2023 Young Designers, Managers, & Technicians Award Winners Announced!



We are pleased to announce our 2023 Young Designers, Managers, and Technicians (YDMT) Award winners! The awards for YDMT bring recognition and support to young designers, managers, and technicians at the beginning of their careers. They are made possible by generous gifts to USITT from their sponsors. These winners will be honored at USITT23 in St. Louis, March 14-18. Click below to meet our 2023 winners.

[Continue Reading](#)



ETCP Credit Sessions Available in St. Louis!

ETCP credit renewal credits at USITT23! Credits are available through select Professional Development Workshops, IPOLs, and Conference sessions. Click below to view our full session schedule and look for the ETCP credits logo to see which sessions are offering credits!

[Learn More](#)



Chauvet Brings More Hands-On Opportunities to USITT23

We're welcoming Chauvet as the latest exhibitor adding new hands-on elements for attendees with a series of hands-on operation classes on the Chauvet Magic2. Register for these free opportunities by accessing your registration through the Attendee Service Center!

[Register Now](#)



usitt



Membership E-Blasts

Member/Subscriber Circulation

USITT Membership E-Blasts provides organizational members access to thousands of active members who are users and purchasers of their products or services. Anyone who would like to send an e-blast through USITT is required to provide all content to USITT in full before publication. This includes text, photos, graphics, links, etc.

Publication scheduling is at the discretion of USITT (unless there is a specific event date in which the email needs to be sent prior to).

- *Example of our Membership E-Blast can be found here...*

E-Blast Ad Rates

| Advertising Package | Size (W x H) | Coverage | Available Slots | Rate |
|---------------------|------------------|----------|-----------------|-------|
| Exclusive Large Ad | 550 x 150 pixels | 1 email | 1 | \$750 |
| Shared Medium Ad | 315 x 150 pixels | 1 email | 2 | \$350 |
| Shared Small Ad | 210 x 150 pixels | 1 email | 3 | \$250 |

Member Discounts: Contributing Member 15% • Sustaining Member 10% • Supporting Member 5%



Dear USITT Members:

We had such a great time getting together with many of you in Baltimore earlier this month...the talent in this organization is truly inspiring!



For those of you with a passion for lighting design, we wanted to let you know that our Martin Lighting Roadshow kicks off in the Eastern US next week. Click [HERE](#) for location details and registration. If you are not able to attend but need some assistance with a Martin Lighting project, contact brad.schiller@harman.com

HARMAN Pro Audio Roadshow (JBL, Crown, Soundcraft) – Coming Soon!

For all those sound engineers and audio production technicians, stay tuned for our Audio Roadshow tour planned for this summer. If you need assistance with a Performance Audio project before then, contact Emily.Sanderson@harman.com or Keith.Caggiano@harman.com. There were also a number of you interested in the Soundcraft Visooo Digital Mixing Console we had on display in our "show and tell" space. Our colleague Tom was not able to join us in Baltimore, but he'd be happy to assist you with questions about our iconic Soundcraft suite of products. Feel free to reach out to Tom.Der@harman.com

AKG Content Creation Solutions

If the gear that was used at the USITT *TECHnically Speaking* Studio caught your ear, that is available via many professional audio retailers or at www.akg.com

We hope to see all in St. Louis next spring, or even sooner if you are able to make it to one of our upcoming roadshow dates. We will also be attending the NAMM Show and InfoComm in June. If you need anything in the meantime, don't hesitate to reach out!



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Our mailing address is:

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)

usitt USITT Website Ads

Site Demographics & Usage

USITT.ORG is visited regularly by technical theatre and live entertainment professionals and students each day. Popular highlights are:

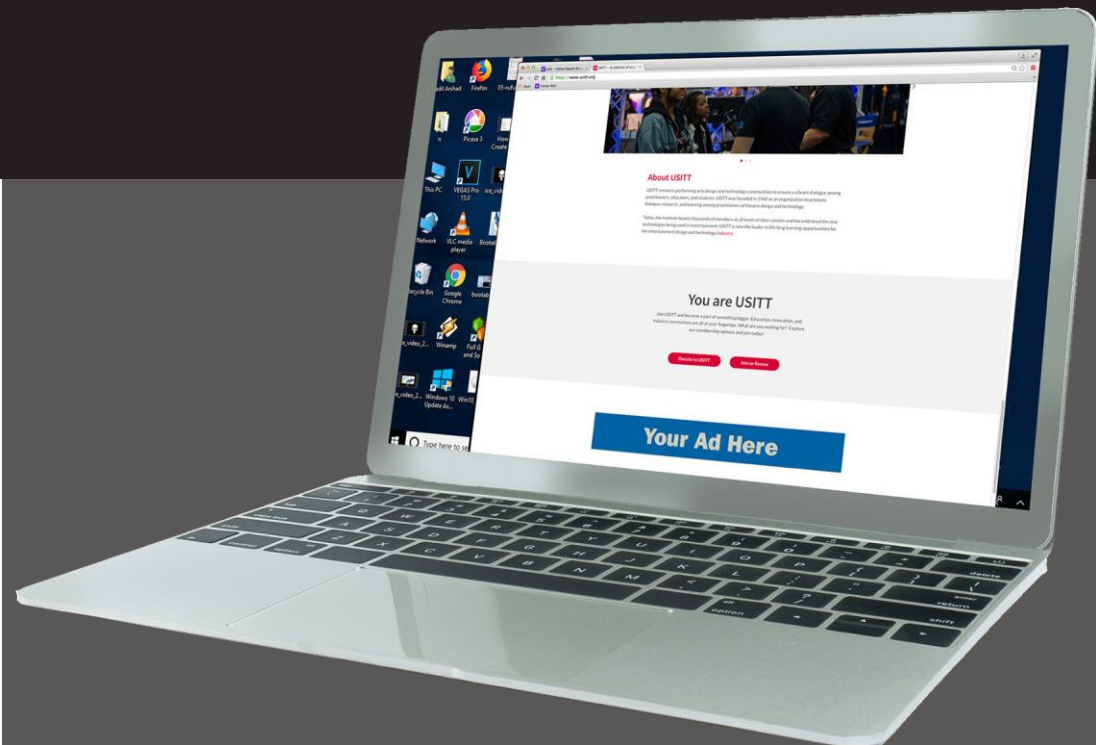
- Conference & Stage Expo information and registration
- Industry jobs available
- Educational opportunities including Glerum Masterclasses

Members also visit for exclusive access to our member directory, which is only available online.

Ad Rates

| Advertising Package | Size (W x H) | Available Slots | Duration | Rate |
|-----------------------|------------------|-----------------|----------|--------|
| Exclusive Full Banner | 920 x 130 pixels | 1 | 3 months | \$1150 |
| | | | 6 months | \$2040 |
| Rotating Full Banner | 920 x 130 pixels | Multiple | 3 months | \$750 |
| | | | 6 months | \$1320 |

Member Discounts: Contributing Member 15% • Sustaining Member 10% • Supporting Member 5%



Reach USITT's Web Audience

We offer one exclusive banner or multiple rotating leaderboard banners featured on our homepage at usitt.org.

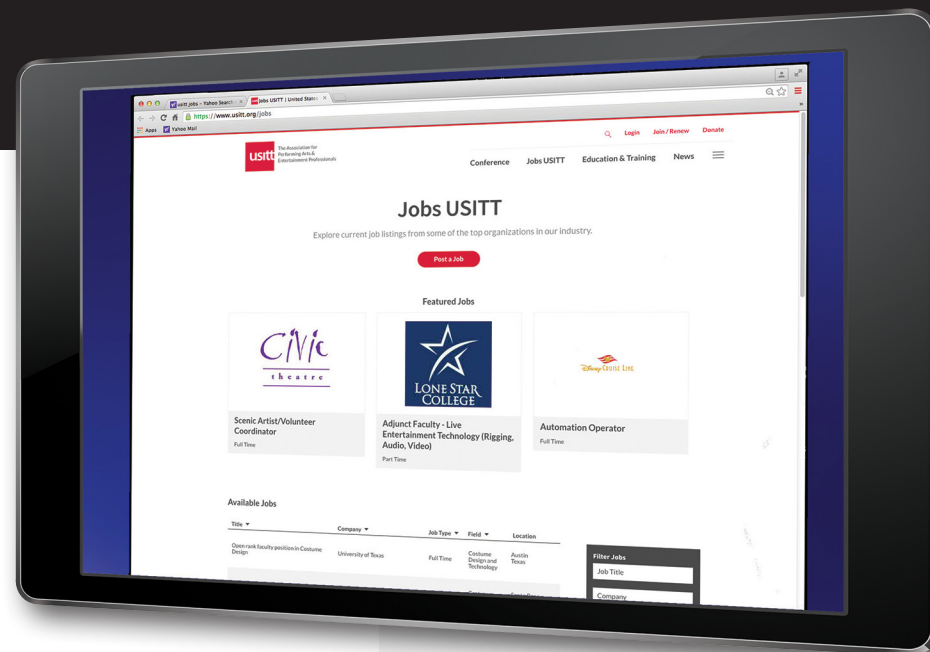
You can link your ad to your own homepage or any designated site page.

usitt Featured Job Posting

Visibility

USITT is beefing up JobsUSITT! Our USITT site is regularly visited to view job postings for theatre technology, live entertainment, and educational professionals. And now, for a nominal fee, you can promote your job posting to the top of the list to get more traction and attention from job seekers.

This featured ad space includes your logo, for enhanced attention and company recognition.



Rates

| Advertising Package | Coverage | Rate |
|-------------------------|--------------------------------------|------------|
| Featured JobsUSITT Post | 1 Month | \$150 |
| | Additional Months (Same Job Posting) | \$50/Month |

Want to post your
job opportunities in
our line listings?

You can place your
listings, view pricing, and
learn about discount
opportunities online at
www.usitt.org/node/add/job.

USITT's official podcast, TECHnically Speaking, debuted in early 2020 and has published more than 70 episodes to date accumulating more than 12,000 downloads on its hosting platform, Spreaker, with thousands more on Apple Podcasts and Spotify.

The podcast is available on 16 different streaming platforms via RSS. The top performers are Apple Podcasts, Spreaker, and Spotify. 86% of downloads are from the United States. The next two countries with the highest downloads are Canada and Australia.



Rates

| Length of ad | One Episode | Three Episodes | Five Episodes |
|--------------|-------------|----------------|---------------|
| 15-second ad | \$180 | \$450 | \$750 |
| 30-second ad | \$270 | \$680 | \$1,100 |

Member Discounts: Contributing Member 15% • Sustaining Member 10% • Supporting Member 5%