

Advertising Opportunities & Media Kit

USITT.
POWERING LIVE ENTERTAINMENT

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 **(315)728-2512** or at **leaann@usitt.org**.



**Theatre Design
& Technology**

**USITT Newsletter
The Current**

**USITT
Website Ads**

**Featured
Job Postings**

**TECHnically
Speaking Ads**

Theatre Design & Technology

Member/Subscriber Circulation

Our flagship journal, *Theatre Design & Technology* (TD&T), 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

95%

Live Design

59%

PLSN (Projection, Lights and Staging News)

47%

Theatre and Performance Design

38%

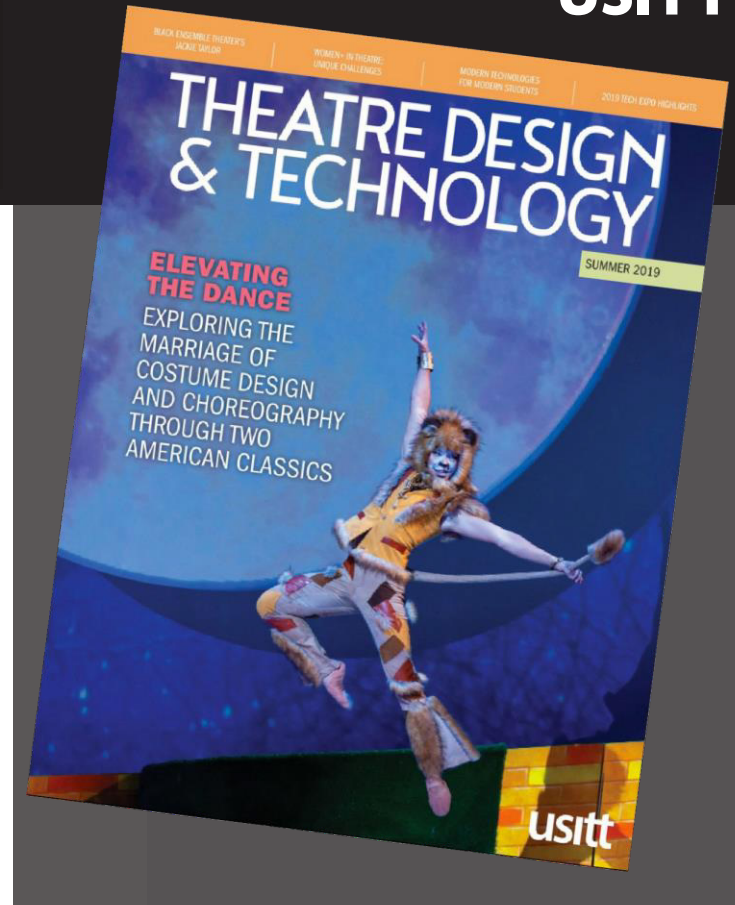
Protocol

28%

Theatre Arts Journal: Studies in Scenography & Performance

23%

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%

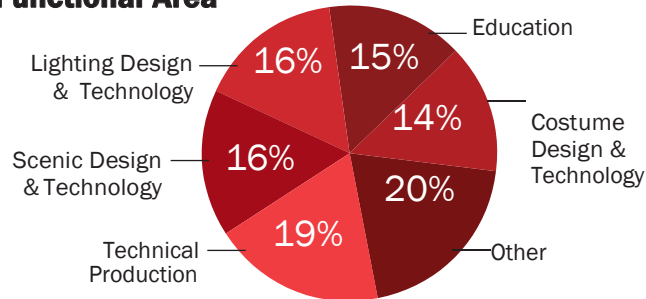
of TD&T readers have
purchased or recommended an
advertised product or service

Theatre Design & Technology

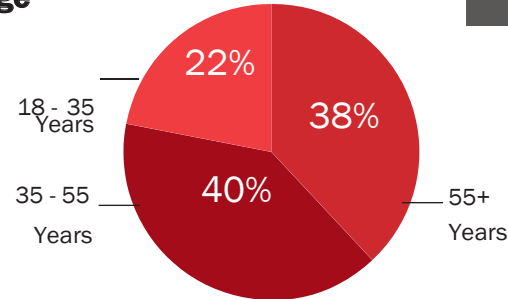


Reader Demographics

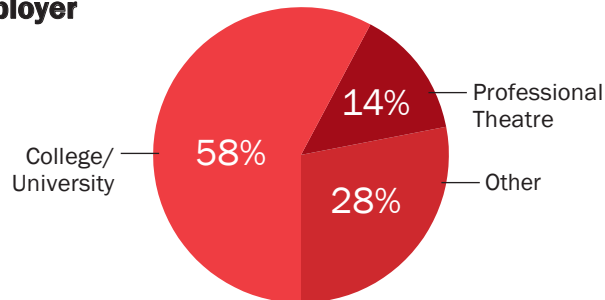
Functional Area



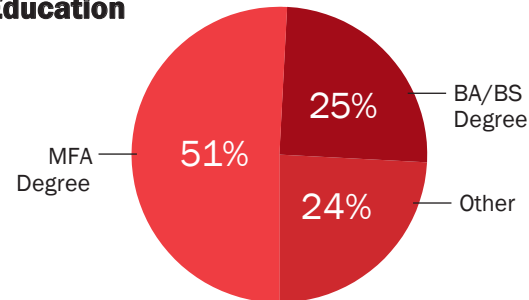
Age



Employer



Education



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

Theatre Design & Technology

Ad Rates for *TD&T* and *TD&T Portfolio*

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

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

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



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.

The Current

Member/Subscriber Circulation

The Current is USITT's weekly digital newsletter sent to over 16,000 people!
The Current 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

Member Discounts:

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



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:

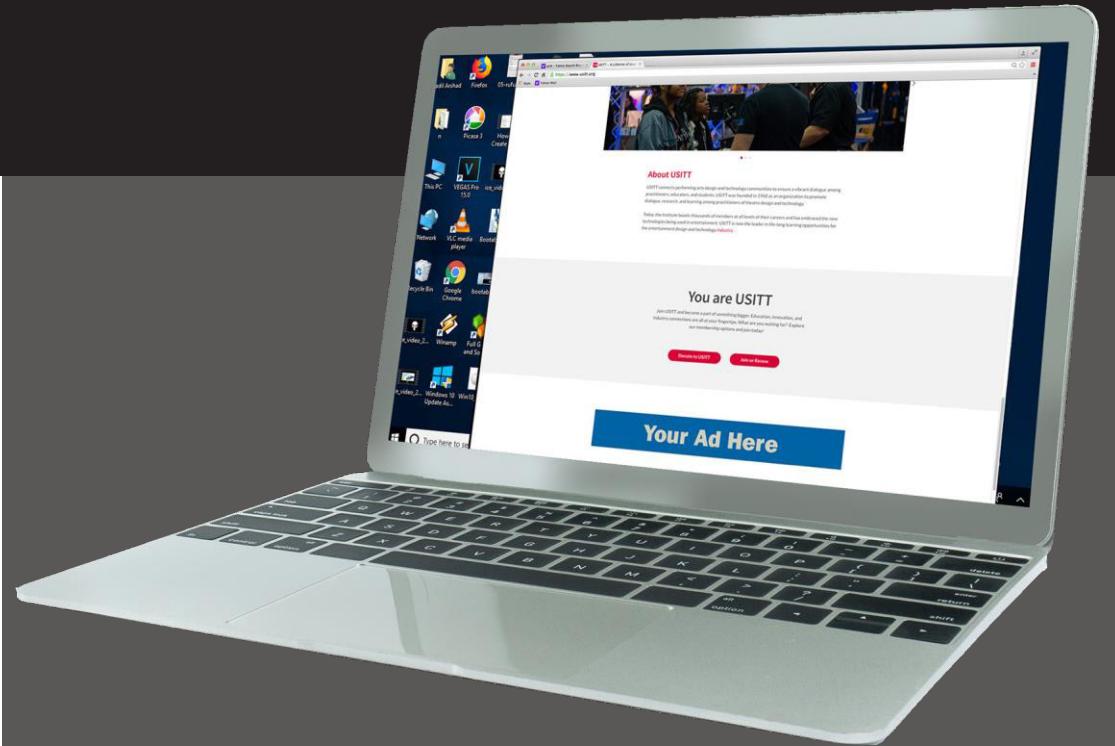
- Conference & Stage Expo information and registration
- Industry jobs available
- Educational opportunities including Glerum Masterclasses

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.

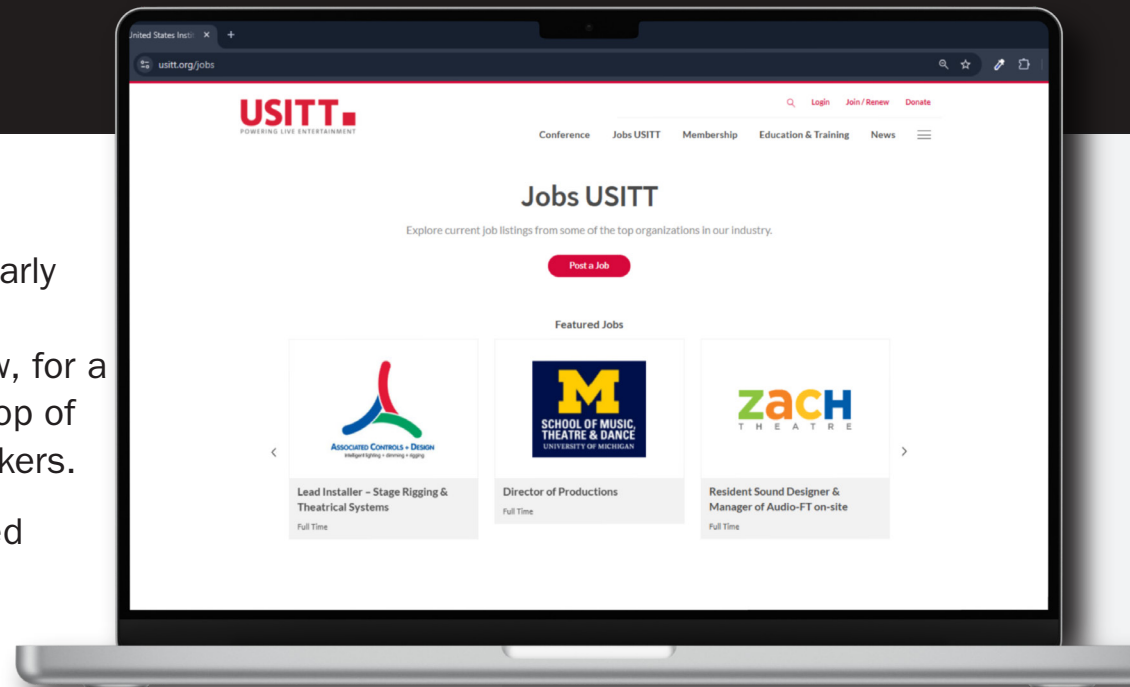
You can link your ad to your own homepage or any designated site page.

Featured Job Postings

Visibility

USITT is beefing up Jobs USITT! 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 Jobs USITT Post	1 Month	\$150
	Additional Months (Same Job Posting)	\$50/Month

**Want to post your
job opportunities
in our listings?**

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

TECHnically Speaking Ads

USITT's official podcast, **TECHnically Speaking**, debuted in early 2020 and has published sixty episodes to date accumulating more than 15,000 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.

83% of downloads are from the United States. The next two countries with the highest downloads are Denmark and Canada.



Rates

Ad Length	One Episode	Three Episodes	Five Episodes
15-seconds	\$180	\$450	\$750
30-seconds	\$270	\$680	\$1,100

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