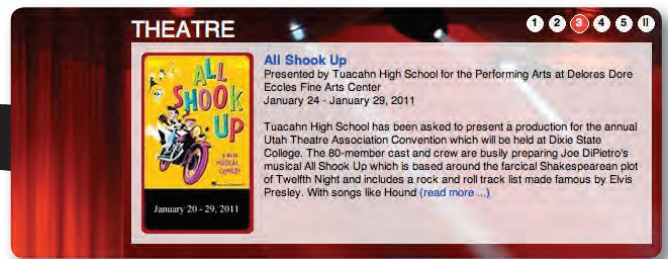




# 2011 Advertising Opportunities

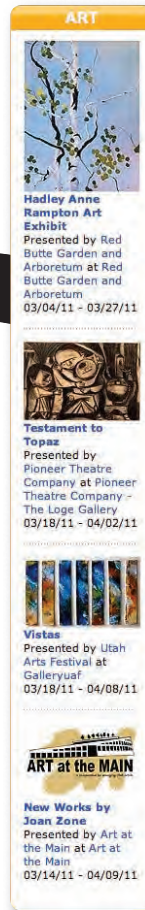


Homepage Side Banner Ad



Premium Placement: Homepage Spotlight Event

1 of 5 rotating spotlight events  
Available for 1 week at a time maximum  
Event details pulled from NowPlayingUtah.com



## Premium Placement: Homepage Featured Event

1 of 4 Featured Events in the following categories:

- Theatre
- Dance  
(Labor Day through Memorial Day)
- Music
- Visual Arts
- Festivals  
(Memorial Day through Labor Day)

Available for 1 week at a time maximum  
Event details pulled from NowPlayingUtah.com



## Homepage Featured Video

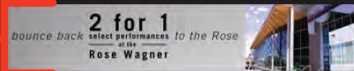
Available for 1 month at a time maximum

## Weekly Email Blast Events & Ads

Sent every Tuesday / Over 4,000 registered contacts / Open-rate of 16 %

Spotlight and Featured Events are pulled from event listings on NowPlayingUtah.com

Sponsor ad



### EVENT SPOTLIGHT: Lady Gaga

March 19, 2011  
EnergySolutions Arena - Salt Lake City



With the majority of North American dates already sold out, Lady Gaga has announced she will return to North America in 2011, including a stop at Salt Lake City's Energy Solutions Arena.

[< More Info](#)

### FEATURED EVENTS: Bumblebee Bash

April 14, 2011  
Discovery Gateway - Salt Lake City



Discovery Gateway hosts the most family-friendly fundraiser in town, the Bumblebee Bash! Plan to put on your best party attire and bring the entire family for an evening of the very best Discovery Gateway offers. From hands-on activities, magic shows, and face-painters to fabulous food, the Bumblebee Bash is the most fun way you can support early childhood education.

[< More Info](#)

Spotlight  
Event

Featured  
Event 1

### Odyssey Dance Theatre's Shut Up and Dance

March 10-19, 2011  
Kingsbury Hall-University of Utah - Salt Lake City



*Romeo + Juliet*. Back by popular demand, see what the *Deseret News* said was "to die for!" A full-length work, based on the Shakespearean tale about star-crossed lovers, but in the Odyssey tradition: a hip-hop version! Truly a highly charged and time honored story!

Alternating with *Dancescapes*: Odyssey's Spring Repertory Season, where the dancers stretch their artistic muscle and create new, exciting works. *Deseret News* said, "Odyssey Dance Theatre's Shut Up and Dance season only proves that it is a company to be taken seriously. Bravo!" This year's *Dancescapes* will include two world premiere works: Artistic Director Darryl Yeager's new, 40-minute abstract work called *Heapt!* to the instrumental music of Imogen Heap and long-time Odyssey Principal Dancer and Associate Artistic Director Christina Bluth's *In the Shadow*, followed by Act II of the Company's acclaimed *Giselle*. Truly a dance lover's buffet of cutting edge choreography, this program will most assuredly have something for everyone!

[< More Info](#)

### The English Beat

March 19, 2011  
The Depot - Salt Lake City



Get ready for a night of ska when The English Beat return to The Depot!

[< More Info](#)

Featured  
Event 2

Featured  
Event 3



Blast  
Banner Ad

Looking for more great things to do and see in Utah?  
[Click here to find more events on NowPlayingUtah.com!](#)

To submit your events on [NowPlayingUtah.com](#), send all organization and event information directly to [utahinfo@bedynamic.com](mailto:utahinfo@bedynamic.com).

Thank you for your support!



# 2011 Advertising Opportunities

ONLINE ADVERTISEMENTS	WEEKLY	MONTHLY
Homepage Banner Ad	\$50	\$150
Banner ad and featured video are run of site		
Homepage Featured Video	\$50	\$150
Videos must be no longer than 3 minutes length / Available 1 month at a time maximum / Must be hosted on YouTube.com or Dropshots.com - provide embed code		

JPG, GIF, GIF-Animation and Flash files accepted

Homepage Banner:  
300x100 pixels, 300x125 pixels,  
300x150 pixels / 40K max

**ARTWORK DUE:** 1 week prior to ad run

**SUBMIT ARTWORK TO:** support@nowplayingutah.com

PREMIUM PLACEMENT	WEEKLY	MONTHLY
Homepage Spotlight Event	\$100	n/a
1 of 5 rotating events / Available 1 week at a time maximum / No artwork needed		
Homepage Featured Event	\$50	n/a
1 of 4 events in the following categories: Theatre, Dance (Labor Day to Memorial Day), Music, Visual Arts, & Festivals (Memorial Day to Labor Day) / Available 1 week at a time maximum / No artwork needed		

Premium placement events are run of site

WEEKLY EMAIL BLAST	PER EMAIL BLAST
Email Blast Spotlight Event	\$150
Available 1 per month maximum / No artwork needed	
Email Blast Featured Event	\$100
Available 1 per month maximum / No artwork needed	
Email Blast Sponsor Ad	\$120
Email Blast Banner Ad	\$80

JPG, GIF, GIF-Animation accepted

Sponsors Ad:  
450x90 pixels / 25K max

Blast Banner Ad:  
Preferred size: 400x76 pixels  
Minimum size: 270x300 pixels  
Maximum size: 480x320 pixels

**ARTWORK DUE:** Friday prior to Tuesday email blast

**SUBMIT ARTWORK TO:** support@nowplayingutah.com