



See it Live for Less.

DOES YOUR COMPANY'S MARKETING COMMUNICATIONS PLAN CALL FOR REACHING AFFLUENT AND HIGHLY-EDUCATED CONSUMERS?

IS "TARGETING" AN INTEGRAL PART OF YOUR MEDIA BUYING STRATEGY?

WHEN MAKING MARKETING DECISIONS, DO YOU PREFER VALUE-PRICED MEDIA?

We thought so. Allow us to introduce you to Live Arts Today!

WHAT IS LIVE ARTS TODAY?

Making its official debut in the Fall of 2004, Live Arts Today! is the region's newest member-based program dedicated to helping live arts lovers see it live for less. We offer our subscribers discounted ticket access to a growing number of live and performing arts events such as dance, theatre, music and ballet in and around New Mexico. **Live Arts Today! has been aptly described as a "buyers' club for the arts."**

In addition to a 25% discount offered at a growing number of venues, subscribers also get a lively quarterly publication, *Live Arts Today!* This magazine is dedicated to featuring information on the various shows coming to town, event previews and other arts-related information. The publication is mailed to a growing base of subscribing members, while simultaneously being **freely distributed in Albuquerque, Santa Fe and around New Mexico to performing arts attendees at 36 organizations** that are collaborating to provide our customers with discounted tickets.

The current list of arts organizations includes the New Mexico Symphony Orchestra, Albuquerque Little Theatre, the Santa Fe Symphony Orchestra, Ballet Theatre of New Mexico and many more. Circulation is also achieved through additional distribution at all Albertsons in Santa Fe and northeast Albuquerque, the New Mexico Department of Tourism, Flying Star and Satellite coffee locations, Borders Music & Books, Page 1 Bookstore and Triangle Grocery in the East Mountains community.

The premiere edition (Fall 2004) had a circulation of more than 3,500 copies. And with the recent addition of our two custom show bill editions (one in Santa Fe and one in Albuquerque), Live Arts Today! is now reaching **more than 12,500 arts patrons.**

**P.O. Box 167 ■ Cedar Crest ■ New Mexico ■ 87008
505-286-5600 ■ 505-286-5858 [fax] ■ www.liveartstoday.com**



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WHY SHOULD YOU ADVERTISE IN LIVE ARTS TODAY?

The Live Arts Today! program and its publication will benefit your company's marketing campaign in many ways:

- Advertising in *Live Arts Today!* is a **very-targeted marketing vehicle**. Our product puts your message in front of more than 12,500 live arts enthusiasts in New Mexico.
- Due to our publication format, advertising is limited in each issue. The benefit to you? **Less "ad clutter" around your message means your ad will be seen.**
- All advertisers get a hotlink on www.liveartstoday.com, increasing your company's impressions by more than **1200 visitors per month**. What's more, our web site visitor usage has grown 27% each month, on average, since it's debut.
- Thanks to a collaborative arrangement, *Live Arts Today!* advertisers who are currently running in *abqARTS* magazine can save 10% off the standard ad rate. Now, **save money while increasing your reach and frequency**.
- Ads in *Live Arts Today!* reach your ideal target customers: those with the **disposable income to purchase your product or use your service**. Why? Marketing research indicates that individuals who earn \$75,000 or more make up the vast majority (37-41%) of those who attend performing arts events.¹
- Research also reports that college graduates have attendance rates nearly 5 times higher than high school graduates when it comes to ballet and classical music, and some 3-4 times more for plays and musicals. This means **ads in Live Arts Today! reach educated consumers**.¹
- With a **CPM of less than \$40**, advertising in *Live Arts Today!* is comparable to other local and regional media vehicles that target high-worth clientele.²

Please visit www.liveartstoday.com for more detailed information about Live Arts Today! We're certain you'll find our program makes sense for your marketing strategy. Questions? E-mail Live Arts Today! at advertising@liveartstoday.com or call 505-286-5600 and find out why Live Arts Today! is so much **more than just a magazine**.

1. National Endowment for the Arts, *2002 Survey of Public Participation in the Arts*. Performing arts categories included: plays, ballet, classical music, jazz, musicals, opera and other dance.

2. Based on the 1x full-page B&W ad rate; does not include web site visits and publication downloads.

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LIVE ARTS TODAY! SUBSCRIBER PROFILE

Summary of ESRI Business Information Solutions Data Analysis, February 2005

Educational Attainment

40% of Live Arts Today! customers have a college degree or higher.

Household Income, Disposable Income/Value of Home

40% of Live Arts Today! customers earn more than \$75,000

33% earn between \$50,000-\$75,000

Live Arts Today! subscribers have **23% more disposable income** than the general population in the Albuquerque and Santa Fe metro areas.

Median Disposable Income	
Live Arts Today! Subscribers	\$47,525
Overall Santa Fe, Bernalillo, Sandoval and Valencia Counties	\$36,664

Median value of home = \$183,000

Professional Profile

49% are in Managerial/Professional positions

22% hold Service and Sales/Related positions

13% are in Support/Administrative roles

Family Status

56% are in married-couple families

24% are single/solo residence dwellers

18% have children under 18 years of age

Average household size = 2.43 persons

Age Brackets

Median age of customer group is 40.9

25-44 - 26%

45-64 - 29%

65+ - 13%

Source: Catosphere Consulting, ESRI Business Information Solutions, © 2005.



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2006 RATE CARD

Scheduled Publication Dates: Quarterly publication: January, April, July and October 2006.

Deadline for Space Reservations: 5th of the month prior to publication. (Ex. March 5 for the Spring (April/May/June) 2006 issue.)

Material Deadlines: 10th of the month prior to publication month.

2006 Advertising rates (black and white).

	1x	2x	3x	4x
Quarter page	\$250	\$225	\$200	\$175
Half page	\$375	\$350	\$325	\$300
Full page	\$500	\$475	\$450	\$425
COVERS*				
Inside covers (front or back)	\$600	\$575	\$550	\$525
Back cover	\$700	\$650	\$600	\$550

Guaranteed Circulation: The 2006 issues of *Live Arts Today!* will reach **more than 12,500 patrons of the arts at 36 live arts venues**, including theatres, music and other performance event settings in New Mexico, primarily in the Albuquerque and Santa Fe metro areas. Secondary circulation of this quarterly directory of the arts is achieved through hospitality copies at area hotels, libraries, coffee shops, newsstands, areas bookstores, restaurants, and through paid-subscriber distribution. As our membership expands throughout the year, circulation is expected to increase each quarter. With the 2005 introduction of our custom-published show bills, circulation of our publication was dramatically increased.

Publication materials and inquiries to:

Live Arts Today!

PO Box 167

Cedar Crest, NM 87008

505-286-5600

advertising@liveartstoday.com

***Color:** Color included on all cover positions at no charge. Color is available for an additional \$50 to the currently published black and white rates for any other ad sizes.

Web-Only Advertising: Advertisers who wish to run display advertising only on www.liveartstoday.com should send inquiries to advertising@liveartstoday.com.

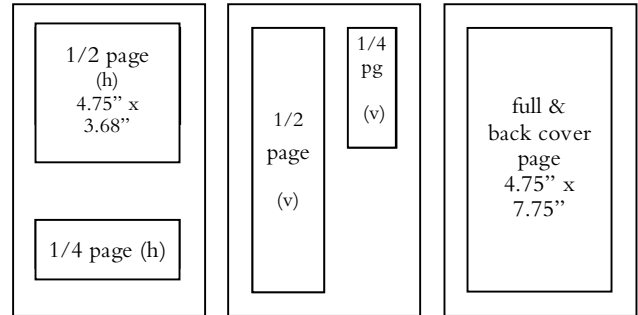
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ADVERTISING SIZE SPECIFICATIONS

Full Page/Cover	4.75" x 7.75"
Half (1/2) Page	4.75" x 3.68" (horizontal) 2.19" x 7.75" (vertical)
Quarter (1/4) Page	4.75" x 1.65" (horizontal) 2.19" x 3.68" (vertical)



PRODUCTION SPECIFICATIONS

Magazine Size: Publication prints in a 5.5" x 8.5" digest size format, 40-48 pages, saddle stitched, 60# gloss, self cover.

Advertisements **must** be provided as a digital file. If we do receive a paper print out, ad will incur a scan or ad design fee • Ads must be exactly to size (no bleeds) • Ads needing revisions are subject to a \$50 **per hour** design fee • **All ads must be 300 dpi** (images, etc. taken off the internet are **72 dpi** and are **unacceptable**), 100 lpi and in CMYK four color format • All fonts must be converted to outlines (for instructions, E-mail: advertising@liveartstoday.com. • File names must be labeled with your name • **E-mail all ad submissions to: advertising@liveartstoday.com.**

Macintosh Files Accepted

- Adobe Illustrator (fonts converted to outlines)
- Adobe InDesign 2.0 (fonts converted to outlines & saved as an InDesign file)
- Adobe PhotoShop (type rasterized or flattened; saved in Mac format)
- PDF

IBM Files Accepted

- PDF (fonts converted to outlines)

PDF FILES PREFERRED

- All fonts must be converted to outlines.
- All file names must be labeled with your company or product name, please.

Unacceptable Formats: • QuarkXPress • PageMaker • Word • Corel • Microsoft Publisher • JPEG, TIFF, EPS

If one of these formats is your only option, we must design ad.

Terms of Payment: New accounts must provide first month payment with ad space reservation. All balances are due upon publication of magazine. Checks should be made payable to Blue Creek Communications, Inc. Established accounts are due net 15 days from billing. A 1.5 percent finance charge will be assessed on all 30-day past due accounts. No agency commissions. Cancelled multiple insertion contract advertisers will be billed retroactively at the single insertion rate. **NO CANCELLATIONS AFTER PLACEMENT DEADLINE.**

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