



Demographic Information

Popejoy Patrons:

are mature

- 76% are 45+
- 62% fall between the ages of 45-64

have more options

- 78% do not have children living at home

are stable

- 69% are married or in a committed relationship

are well-educated

- 67% have at least a bachelor's degree
- 36% have advanced degrees

are property owners

- 85% own their own homes
- 18% own a second home
- 79% own two or more vehicles
- 36% own three or more vehicles

travel

- 74% travel for pleasure 2 or more times a year





Popejoy Presents Show Program Advertising Rates 2008-2009 Season

- Reach as many as 80,000 educated, affluent New Mexicans
- Six different show programs covering 59 performances of 24 events from October 2008 to June 2009
- Average distribution of 13,500 per issue

Rates

	1x	3x	4x	5x	6x
Full Page (4.75" x 9.5") 4-color with bleed (6" x 10.5")	1200	1155	1125	1100	1090
1/2 Page (4.75" x 4.6825") B&W 4-color	545 655	515 620	490 590	480 575	465 555
1/3 Page (4.75" x 3.125") B&W 4-color	400 480	370 445	355 425	335 400	325 390
1/4 Page (4.75" x 2.3125") B&W 4-color	310 375	290 350	270 325	260 310	250 300
Added Joys* listing ((2.125" x 2.125") B&W 4-color	160 195	150 185	140 175	135 170	130 160
Back Cover (4.75" x 9.5") 4-color with bleed (6" x 10.5")	1500	1455	1425	1400	1390

Other Specified Placement +10%

*Added Joys is a listing of restaurants, personal services and similar businesses. All ads will appear together under the heading Added Joys in our playbill.

Specifications

Ads must be submitted in electronic form as a JPEG or PDF file at actual size. Fonts must be embedded or converted to outline. All images should be at 300 dpi in CMYK mode for color images or grayscale for B&W images. Rich black (30c30m30y100k) is preferred for solid black areas (graphic elements, not body text). No-bleed ad: 4.75 x 9.5. Bleed ad: Book trim size is 5.5 x 10. Add .125 (1/8 inch) bleed to every side. We recommend against using reversed types smaller than 12 point. We cannot guarantee clarity for type below that size. See rates sheet for all sizes. Please email ads to traffic@abqarts.com.

Advertising Agencies

All rates listed are gross. Rates are commissionable.

Published by

UNM Public Events, Popejoy Hall

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