

DISCOVER THE POWER OF PERFORMANCE



DISCOVER

ENCORE

ATLANTA

NOTHING
COMPARES
TO THE
EXCITEMENT
OF A LIVE
PERFORMANCE!

Be part of the excitement and capture thousands of upscale consumers with your message in *Encore Atlanta*, the official program magazine for the major theatrical venues in Atlanta. With one annual buy, your ad will reach more than one million affluent, influential consumers. Your product or service message will appear every month in every program for major performances at:

*The Fabulous Fox
Theatre including:*

- *Broadway in Atlanta*
- *Theater of the Stars*
- *Delta Internat. Series*
- *Atlanta Ballet*

*Atlanta Symphony
Orchestra including:*

- *ASO's Classical Series*
- *ASO's SuperPops*
- *ASO's Family Series*
- *ASO's Classic Chastain
Summer Series*

*Plus, the opportunity to
appear in special event
programs, including:*

- *Montreux Jazz Festival
in Atlanta*
- *Fox Commemorative
Series*
- *And more ...*

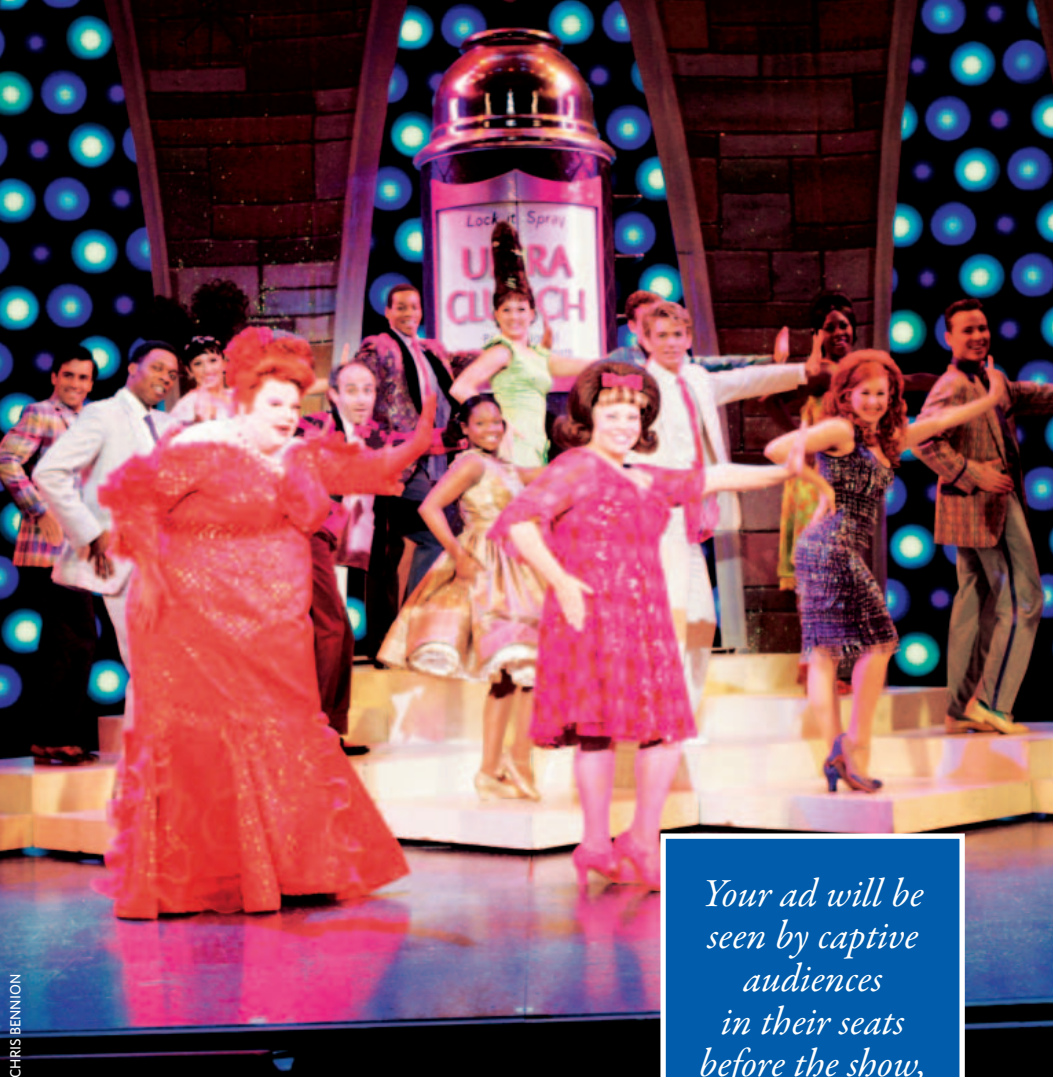
You'll get:

- Exposure and brand/business recognition
- Your message in front of large audiences of upscale, educated arts patrons, active theater-goers and visitors
 - Association with well-respected arts organizations
 - A positive, motivating environment surrounding your advertisement

Plus,
Group ticket,
sponsorship and
pre-show event
opportunities*

**Ask your sales representative
about these special offers or
call us at: 404-843-9800*





CHRIS BENNION

*Your ad will be
seen by captive
audiences
in their seats
before the show,
at intermission,
and at home.*

This coverage can mean different audiences may be viewing your ad every night of the week since there are often performances at one or more facilities most nights, and even many days. Often, these performances sell out. At the Fox, that means more than 4,500 people at one performance (multiply that number many times when there is a long-running show). At Symphony Hall in the Woodruff Arts Center, that means more than 1,700 people.

THAT'S WHAT WE CALL
PERFORMANCE!



During the course of a year, a recurring ad in Encore Atlanta will be seen by more than twice as many people as in all other upscale Atlanta publications combined!

YOUR TICKET TO A GREAT AUDIENCE

Encore Atlanta offers access to a very special, upscale and diverse market.

They are:

- 55-72% female*
- 35-64 years old*
(with a median age of 50)
- Highly educated
*(69% have a college degree;
31% hold a graduate degree)*
- Affluent*
(\$79,800 -132,115 household income)
- Decision makers
in business, industry and government
- Active citizens
*serving on boards of civic organizations
and cultural organizations*

Two types of consumers will see your advertisement:

- Subscribers to season tickets (50%)
- Single ticket purchasers (50%)

This dual audience gives you the benefit of delivering your message over and over to the season ticket holders, plus a new audience of more than 50,000 consumers per month.

Every issue contains informative stories on the arts by top national and local writers; general interest articles designed to encourage readers to carry copies of the program home with them for future reference; and complete program notes.

*Range is based on surveys from the different venues.



“94%
*of those attending events take their publications with them when they leave the venue, keeping advertisers in the spotlight long after the final curtain.”**

Source: Stagebill Audience Profile Study, AHF/
Marco International Research.

THE MATH

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Number of ad buys you need to make

1,200

Number of seats at Woodruff Arts Center

4,500

Number of seats at The Fox Theatre

50,000+

Number of season ticket holders

50,000

Number of monthly single ticket buyers

100,000+

Number of monthly consumers who are handed a copy of Encore

\$100,000 +/-

Median income of the consumers who receive Encore

ENCORE ATLANTA

THE OFFICIAL PERFORMANCE PUBLICATION FOR

