

Web & Newsletters Advertisement Pricing (2018)

With your ad on the All About Solo website and in our newsletters, you will reach potential audiences, producers, directors, agents, and the broader theatre community at large. Place your order at: <http://allaboutsolo.com/advertising/> Then e-mail your artwork to info@allaboutsolo.com. Space is limited! First-come, first-served.

You can select multiple types of advertising! Please keep in mind that our team can create a customized ad for you! See our basic design services at the bottom of this page.

Lead Article | Homepage

This is an excellent way to promote your work! Your interview, review, or preview will be featured as a lead article at the top of our home page. In this dedicated space, we can feature your projects, visuals, and production team. By clicking the lead article, our readers will be directed to your content, which can include: text (up to 3,000 words), an exclusive interview conducted by All About Solo, quotes, information about your performance(s), up to five photos, and a Vimeo or YouTube video—if applicable.

PRICE: \$200 (per week as a lead article; per year as one of the articles featured on our website)

EXAMPLE

Newsletter: FEATURING Section | E-mail BLAST

Your show or article will appear in our FEATURING section.

Requested files:

- YouTube Screenshot and link to your footage or a Photo (JPG/PNG, W 125 x H 90 pixels)
- Show/Article description (60 words max)
- Additional link with your landing page reachable by clicking “READ MORE”

PRICE: \$69 (per placement: sent to 25,000+ contacts)

EXAMPLE

Newsletter Exclusive HIGHLIGHTS Section | E-mail BLAST for one show only!

Your show or content will be distributed in its own separate e-mail blast, which will include only your content. This is terrific for your show's visibility!

Requested files:

- YouTube Screenshot and link to your video footage
- Photo (JPG/PNG, W 125 x H 90 pixels)
- Show/Article descriptions (2 pieces; 200 words for each description)
- Additional link with your landing page reachable by clicking "READ MORE"
- Additional link with another online source reachable by clicking "TICKETS" (or another source)

PRICE: \$119 (per e-mail blast: sent to 25,000+ contacts)

EXAMPLE

Banner: Sidebar Top | Homepage

Your ad will be featured at the top right corner of our homepage.

File specifications: Electronic
format only JPG, GIF or PNG
W 300 x H 250 pixels
72 dpi

PRICE: \$40 (per week)

EXAMPLE

Banner: Sticky Sidebar Bottom | Homepage

Your ad will be featured at the bottom of the screen, wherever you are on our homepage. As a "sticky" sidebar, the ad will travel with you as you continue scrolling down the page.

File specifications: Electronic
format only JPG, GIF or PNG
W 300 x H 250 pixels
72 dpi

PRICE: \$30 (per week)

EXAMPLE

Bottom Banner | Homepage

Your ad will be featured at the bottom of our homepage, just above the footer.

File specifications: Electronic

format only JPG, GIF or PNG

W 1500 x H 180 pixels

72 dpi

PRICE: \$40 (per week)

EXAMPLE

Banner: Left Footer | All pages

Your ad will be featured on the left-hand side of our footer on all pages of All About Solo.

File specifications: Electronic

format only JPG, GIF or PNG

W 300 x H 500 pixels

72 dpi

PRICE: \$30 (per week)

EXAMPLE

Banner: Sidebar Top | Pages

Your ad will be featured on multiple pages throughout the All About Solo website.

File specifications: Electronic

format only JPG, GIF or PNG

W 300 x H 250 pixels

72 dpi

PRICE: \$30 (per week)

EXAMPLE

Banner: Sticky Sidebar Bottom | Pages

Chocolate squares composition: your ad will be featured at the bottom of various pages throughout our website, and will appear as part of a collection of other ads, increasing its visibility among other featured events. As a “sticky” sidebar, the ad will travel with you as you continue scrolling down the page.

File specifications: Electronic
format only JPG, GIF or PNG
W 125 x H 90 pixels
72 dpi

PRICE: \$20 (per week)

EXAMPLE

Ad Design

We can create any of the above ads for you! Just e-mail us at info@allaboutsolo.com with instructions about what you want your ad to look like. One set of corrections included in the price.

PRICE: \$30 (additional corrections: \$15)

Video Opportunities

We can arrange a video session to publicize your show. This can be an exclusive video interview about your work with All About Solo, or a promotional video. You may also submit your own promotional videos to post on our website. The video can be included in your posted content or ad. Price will vary; contact us for details. You will own your video, and will be free to post it wherever you like! Email us at info@allaboutsolo.com with your thoughts, and we will provide options to arrange the session with our videographer, book a studio, and cover post-production costs.
