

# Why Phillyfunguide? To get the word out!

105,000+ unique monthly visitors

126,000+ monthly visits

400,000+ monthly page views



Events, Orgs, Venues, etc.     advanced search

home free kids theater music special events tours museums outdoors classes & workshops dance ... and more!

**dance**



**MOMIX: Botanica**  
Annenberg Center for the Performing Arts  
May 20-May 22, 2010

From the creator of Lunar Sea, Opus Cactus, Baseball, Orbit, and Passion, comes Botanica. Creating a total theatrical dance environment, MOMIX returns to the Annenberg Center and transforms the stage into other worldly beauty, transfixing the audience with their special brand of... [MORE](#)



**10** top ten  
**thumbs up** reviews  
**!** free  
**wheelchair** accessible events

**theatre music special events kids**

**Noises Off**  
Ritz Theatre Company  
04/22/10 - 05/22/10

**Los Angeles Philharmonic**  
Kimmel Center for the Performing Arts  
05/19/10

**An Evening in Franklin Square**  
Historic Philadelphia, Inc.  
05/20/10

**Pinocchio**  
Broadway Theatre of Pitman  
05/21/10 - 05/22/10

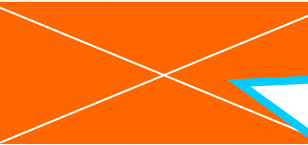
**Big River**  
The Bridge Players Theatre Company  
05/07/10 - 05/22/10

**Railroad Earth & Donna The Buffalo**  
Keswick Theatre  
05/20/10


**McNique's Spread The Love Tour**  
Temple University  
05/21/10

**UnPlug! (Family Concert)**  
Lyric Fest  
05/22/10

*The Angelina Foundation*  
**4th Annual Family Fun Day**  
The Angelina



**fun SAVERS** Sign up to receive half-price ticket offers!



**!** more fun

Spring in Philadelphia!  
Celebrate Arts & Aging!

## Website and Email Advertising

Anthony Tanzi | Phillyfunguide & Advertising Coordinator

215-399-3532 | AnthonyT@philaculture.org

**AD SPECS:** 300w x 125h pixels

.JPG, .GIF, or animated .GIF file format

Ad size cannot exceed 40 KB

### PREMIUM AD PLACEMENT

Featured on all Phillyfunguide.com pages  
Run of Site (ROS) and 19,000 ave. impressions/week

\$150/week or \$500/month (Cultural Alliance Member)  
\$200/week or \$650/month (Non-Member)

Maximum of 4 ads in rotation in 1 ad zone

### STANDARD AD PLACEMENT

Featured on all Phillyfunguide.com pages  
Run of Site (ROS) and 19,000 ave. impressions/week

\$75/week or \$250/month (Cultural Alliance Member)  
\$100/week or \$325/month (Non-Member)

Maximum of 8 ads in rotation between 2 ad zones

### Where do Phillyfunguide visitors come from?


- 28% come from Philadelphia
- 60% come from Pennsylvania
- 74% come from PA, NJ and DE

## Why Funsavers? To get the word out!

Funsavers are sent via email to **99,000+** subscribers every Thursday and has a **30% open rate** on average



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**Ahn Trio**  
Longwood Gardens

Saturday, May 15 @ 8 pm **BUY IT NOW**

**Location:**  
Longwood Gardens  
1001 Longwood Road  
Route 1 and Route 52  
Kennett Square, PA 19350

**Regular Price: \$40 (Additional handling fee applies)**  
**Funsavers Discounted Price: \$20 (Additional handling fee applies)**

Born in Seoul, Korea, and educated at Juilliard in New York City, the members of the Ahn Trio are redefining the art and architecture of chamber music, breathing new life into the standard piano trio literature with commissioned works from visionary composers.

**Promotional Code: Funsavers**  
To redeem this offer online: click on the "BUY IT NOW" button above.  
**Special Restrictions:** There is a \$6 per ticket fee for all tickets purchased by telephone or internet. Cannot be combined with any other offer or applied to previously purchased tickets. Offer subject to availability. **All sales are final. There are no refunds or exchanges.**

### FUNSAVERS HALF-PRICE TICKET OFFER

Cultural Alliance Members can submit Funsavers offers for FREE at [www.phillyfunguide.com/submitfunsavers](http://www.phillyfunguide.com/submitfunsavers)

If you are not a member of the Cultural Alliance, contact Sarah Gafgen at [SarahG@philaculture.org](mailto:SarahG@philaculture.org) or 215-399-3521 for rates.

### OFFER SPECS

- \* Must be 50% off the advertised price
- \* Must be in date range of Funsavers email (Fri.-Thurs.)
- \* Must be submitted via online form the Monday before the Funsavers email is sent on Thursday
- \* You choose how many tickets to offer at 50% off
- \* Results must be reported to the Cultural Alliance after offer runs



### DEMOGRAPHICS

Funsavers subscribers are highly active and affluent arts participants. In a recent survey with more than 10,000 respondents:

- 52% have household income over \$75,000
- 78% Female
- 64% were married or partnered
- 27% had children
- 54% were between the ages of 45-64
- 80% had received a College or Graduate Degree

### FUNSAVERS AD

5 ad spots available per email

\$300 per ad, per email (CA Member)  
\$400 per ad, per email (Non-Member)

### AD SPECS

468w x 60h pixels  
.JPEG, .GIF, or animated .GIF file format  
Ad size cannot exceed 40 KB in size