

Online Advertising

Schooltheatre.org

Audience: EdTA's teacher members, the larger theatre education community
20,000 avg. users/mo. | 50,000 avg. page views/mo.

Ad Type	Size (WxH)	Page/Impressions	Price
Top Leaderboard Ad	970 x 90 px	24,000 avg. impressions/mo. 200+ pgs.	\$750/mo.
Bottom Leaderboard Ad	970 x 90 px	200+ pgs.	\$650/mo.
Wide Skyscraper Ad	160 x 600 px	10,000 avg. impressions/mo. All internal pgs. (100+)	\$650/mo.
Medium Sidebar Ad	425 x 250 px	8,000 avg. impressions/mo. All articles (325+)	\$550/mo.

Dramatics.org

Audience: Theatre students (Thespians and non-member students)
26,000 avg. users/mo. | 40,000 avg. page views/mo.

Ad Type	Size (WxH)	Page/Impressions	Price
Interior Leaderboard Ad	962 x 125 px	Appears on 500+ articles + 8-10 new/mo. 29,000 avg. impressions/mo.	\$750/mo.
Interior Sidebar Ad	300 x 250 px	Homepage and non-sponsored articles 26,000 avg. impressions/mo.	\$650/mo.

All campaigns run for a full calendar month. Space reservations due the first of the month prior to placement.
Ad artwork is due on the 15th of the month prior to campaign start.

Email Advertising

All artwork is due 1 week before send date.

Dramatics Digest

Audience: All student Thespian members
Bi-Weekly Distribution | 45,700 avg. student reach | 28.8% avg. open rate | 5.9% avg. click-to-open rate

Ad Type	Size (WxH)	Page/Impressions	Price
Interior Medium Rectangle Ad	300 x 250 px	Appears beneath content, above footer	\$500/ad

Teaching Theatre

Audience: All adult members and opt-in subscribers
Bi-Weekly Distribution | 6,800 avg. reach | 32% avg. open rate | 9% avg. click-to-open rate

Ad Type	Size (WxH)	Page/Impressions	Price
Interior Medium Rectangle Ad	300 x 250 px	Appears beneath content, above footer	\$500/ad

Sponsored Content

Sponsored E-blast

Teacher Audience: 4,544 avg. reach | 29.2% avg. open rate | 3.6% avg. click-to-open rate

Student Audience: 42,015 avg. reach | 36.65% avg. open rate | 9.7% avg. click-to-open rate

E-Blast Type	Price
Teacher E-blast	\$2,000/e-blast
Student E-blast	\$3,000/e-blast

Sponsored content should be provided by the advertiser, including HTML formatting; about theatre or related to theatre arts; appropriate for the target audience (EdTA reserves the right to decline any messages that we deem unsuitable for our students or teachers); max width of 650 px. Please include 3 send date options. Reservations and HTML are due at least 2 weeks before first preferred send date.

Dramatics.org Sponsored Article

Audience: 26,000 avg. users/mo. | 40,000 avg. page views/mo.

Article Type	Word Count	Images/Video	Price
Mini-Feature Package	500 max.	1 hero image (1400 x 800 px) 1 interior image (1024 px max width)	\$1,500
Feature Package	1,000 max.	1 hero image (1400 x 800 px) 2 interior images (1024 px max width)	\$2,000
Video Feature Package	500 max.	1 embedded video 1 hero image (1400 x 800 px)	\$2,500

Sponsored content should be provided by the advertiser (no HTML coding); about theatre or related to theatre arts; inclusive of students (articles targeted to theatre teachers should not be inappropriate for or exclusive of student readers). Sponsored content will include a "Sponsored Content" label in the page subhead; a disclaimer at the conclusion of the article; company name byline linking company text bio; article featured in prime location on homepage for up to 3 weeks; 1 Dramatics Digest newsletter feature; 1 social media post. Please include 3 posting date options. Dramatics.org reservations are due at least 1 month before first preferred posting date. All content is due at least 2 weeks before first preferred posting date.

[Learn more about EdTA's digital marketing and advertising opportunities.](#)