



Marketing Packages for @Abrons Series Rentals

Costs

20% of the Rental Fee up to \$2,500 maximum

What is Included?

- Website
 - Placement in the slideshow on our Homepage and Programs Page in the 2-3 placemark
- Sidewalk Sign Poster
 - (x1) 30 x 40 in. Poster for the sidewalk signs, produced by the company/production team
- Guaranteed Indoor/Outdoor Poster Spot
 - (x2) 13 x 19 in. Poster on the outside of the playhouse and inside by the front desk, produced by the company/production team
- TV Spot
 - Placement on our rotating TV Screen at the front desk
- Facebook
 - (9,000 Audience Members)
 - Placement in the slideshow on our Facebook Business Page
 - Sponsored Ad Budget for Boosting Facebook/Instagram Posts
 - Events are posted and managed by Abrons and Co-Hosted with Company/Individual
- Instagram
 - (4,000 + Audience Members)
 - Featured Image on our Instagram the week before the show opening
 - Facebook/Instagram integrated advertising in the "Sponsored Ad" budget
- Newsletter
 - (33,000 + Audience Members)
 - (2x) Featured spot and large image in our Newsletter, 1 month and 1 week before the show
 - *(2x) For larger full paid marketing packages (*\$2,500), their own email sent 1 month and 1 week before the show opens
- Cross-Promotion
 - (2x) Cross-promoting event/production across different partnership/affiliate theaters in NYC